



FOR IMMEDIATE RELEASE

**Maggie Philbin and Kevin Warwick become Swanswell Trustees**

Former *Tomorrow's World* presenter Maggie Philbin and University of Reading Professor Kevin Warwick have recently become Trustees of the charitable organisation Swanswell

At Swanswell's 2009 AGM, held recently in Birmingham, Maggie Philbin and Kevin Warwick became the organisation's newest Members of the Board of Trustees. They will join the other trustees, overseeing Swanswell's activities and plans for its future development.

The AGM was held following Swanswell's annual conference, which brought together trustees and employees to celebrate Swanswell's achievements and look forward to the future. The conference brought together over 130 staff from Swanswell's regional offices giving them the opportunity to attend a range of interesting workshops as well as some more light-hearted and valuable team building exercises.

Mick Wells, Chairman of the Board of Trustees is extremely optimistic for Swanswell's future *"We are delighted to have both Maggie and Kevin on our Board of Trustees. Swanswell has a tradition of strong governance and, as we move forward with our innovative programme of service development, I am sure that Maggie and Kevin will add to the strength of our team."* He went on to say *"Maggie and Kevin have been at the forefront of innovation and new technology for decades. They will fit in extremely well with Swanswell's*

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Swanswell  
Maggie and Kevin  
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*culture, and will aid us in our ambition to use new media to reach and support existing and potential service users.”*

*“Having had personal experience of how alcohol can affect an individual’s life and the lives of their loved ones, I know the support and work Swanswell does changes lives for the better and I’m pleased to be able to offer my support to them.” (Maggie Philbin)*

*“Swanswell’s ground-breaking approach to behavioural change has parallels with my own areas of research. I look forward to supporting them as they innovate for the future.” (Kevin Warwick)*

[ENDS]

#### Notes for editors

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#### About Swanswell

At Swanswell, we believe that everyone deserves the chance to change and to be happy. We help them to remove the things that stand in their way, whether physical, emotional or practical. So, as their lives improve, they can feel well, do well, and stay well. With over 41 years experience, Swanswell is an established provider of services that help and support people in tackling their alcohol or drug related difficulties, enabling them to lead happy and more independent lives. Swanswell has a reputation for innovation and is a leading developer of new services which help people to change their behaviour for the better.

### About Maggie Philbin

Maggie Philbin has worked in radio and television for 30 years on a wide range of science, medical and technology programmes. Currently providing analysis and comment on technology and a regular reporter on BBC 1's "*Inside Out*", she has a unique resonance with audiences, having grown up with them on much loved shows like "*Swap Shop*", "*Hospital Watch*" and "*Tomorrow's World*". Maggie has personal experience of the effect alcohol misuse can have on an individual and their family.

### About Kevin Warwick

Kevin Warwick is Professor of Cybernetics at the University of Reading, where he carries out research in artificial intelligence, control, robotics and biomedical engineering. He has appeared three times on *Tomorrow's World*, five times in *Time* magazine, twice in *Newsweek* and was selected by Channel 4 as one of the top 6 UK scientists for their 2001 series *Living Science*. [www.kevinwarwick.com](http://www.kevinwarwick.com)