

CHILDREN IN NEED

Read the following text and then answer the questions.



Where it all began

The BBC's first broadcast appeal for children was a five-minute radio programme on Christmas Day in 1927. It raised £1,143 18s 3d and the proceeds were shared with four prominent children's charities.

The first televised appeal was the 1955 'Children's Hour Christmas Appeal', presented by Sooty and Harry Corbett. The Christmas Day Appeals continued on TV and radio right up until 1979, raising a total of £625,836. The presenters included Terry Hall, Eamonn Andrews, Leslie Crowther, Michael Aspel and the rising star of the Radio 2 Breakfast Show - Terry Wogan - who made his debut appearance in 1978.

In 1980 the appeal was broadcast on BBC One in a new telethon format, hosted by Terry with Sue Lawley and Esther Rantzen. The telethon was the brainchild of Mark Patterson, who went on to be the Executive Producer for nine years. It captured the public's imagination to such an extent that the donations increased dramatically and broke the million mark for the very first time.

Pudsey made his television debut in 1985 when Terry introduced the new, brown cuddly mascot to the audience. He was designed by Joanna Ball, a BBC graphics designer, who named him after the West Yorkshire town where she was born. He proved very popular and returned as Children in Need's official logo the following year with his design amended to that of a yellow bear with a red spotted bandage.

In the two decades which have followed, countless cuddly bears have been sold to raise money for the charity, while Pudsey himself has received letters, drawings and e-mails from youngsters all over the UK and been photographed with more celebrities than he can remember. Apart from a party hat worn in 2004 to celebrate the telethon's silver jubilee, Pudsey has remained very much the same. But a 2007 revamp has given Pudsey a fresh new look and brighter colours in time for the 28th annual BBC Children in Need Appeal.

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1. How much was raised from the first appeal?
2. When did the Christmas Day appeals end?
3. When did the donations first go over one million?
4. When did Pudsey appear for the first time?
5. Who made his first appearance in 1978?
6. What was special about Pudsey Bear in 2004?
7. Who presented the first television broadcast?
8. What year was the first television broadcast made?
9. Who designed Pudsey Bear?
10. How did Pudsey Bear get his name?
11. How many Children in Need appeals have there been?
12. Where is there a place named Pudsey?