



E E B W

EAST OF ENGLAND  
BUSINESSWOMAN  
OF THE YEAR

2009

## PRESS RELEASE

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### AS DEN STAR LAUNCHES BUSINESS ACADEMY, ENTERPRISING WOMEN URGED TO COME FORWARD

**WHILE Dragons' Den star Peter Jones has officially unveiled his drive toward enterprise recognition this week, women in this region are being reminded to acknowledge their own entrepreneurialism.**

This week has seen the launch of brand-new qualifications in enterprise and entrepreneurship with the National Enterprise Academy (NEA) finally opening.

The initiative will expose students to real-life business issues in real-life business environments – something many women within the East of England have already faced head-on in their capacity as leaders or business owners.

Today the organisers of the East of England Businesswoman of the Year awards have reiterated their plea to female entrepreneurs and business achievers to put themselves forward for consideration.

Every year, a region-wide competition seeks to find deserving female business leaders and entrepreneurs who are running or driving business in the areas of Norfolk, Suffolk, Essex, Cambridgeshire, Bedfordshire and Hertfordshire.

Alison Beech, chair of the organising committee, said: "The East of England is rich with talent, creativity and enterprise being shown by women in a variety of sectors on a daily basis.

"Just as the new Academy seeks to embrace such enterprise and channel it, our awards are about acknowledging that great ability and dedication."



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Organised by the Suffolk branch of the Institute of Directors, the awards acknowledge the success, creativity and commitment of women running and leading businesses.

A total of three awards are presented as part of the annual search – Businesswoman of the Year, Businesswoman Entrepreneur of the Year, and Young Businesswoman of the Year. In the past, winners have been identified in an array of industries and business formats – from law to brewing and retail to public relations.

High street bank Lloyds TSB Commercial returns as lead sponsor for the third year.

Speaking on behalf of the company, Suzie Stubbings, said: “These awards have historically attracted a very high calibre of entrant from around the region, which is testimony to the great work being done by today’s businesswomen, whether running their own business or working at director or senior management level.

“This year, we would like to see even more women putting themselves forward or being nominated by those they work with.

“We all know a woman who has achieved a lot in her career – so this is the time to get her into the spotlight and acknowledge her achievements publicly.”

Adnams plc will again sponsor the Young Businesswoman of the Year Award.

For more information on entering for the awards, call Caroline Kearney on 07917 699498 or email [caroline@iod-suffolk.co.uk](mailto:caroline@iod-suffolk.co.uk). Further information is also available at [www.eebw.co.uk](http://www.eebw.co.uk).

The awards were established in 1989 by the Cambridge Businesswomen’s Network and have been organised by the Suffolk branch of the IOD since 1997. Over the years, the award criteria have evolved to reflect the changing role of women in business.

**ENDS**

**NOTES TO EDITORS:**

For more information about the awards and to arrange images, logos or interviews with past winners, please contact Deborah Watson at Lexia Media on 01394 446494 or e-mail [deborah@lexiamedia.co.uk](mailto:deborah@lexiamedia.co.uk)