



E E B W

EAST OF ENGLAND
BUSINESSWOMAN
OF THE YEAR

2009

PRESS RELEASE

9 SEPT 2009

COUNTYWIDE SEARCH FOR DESERVING BUSINESSWOMEN IS OFFICIALLY UNDER WAY

BUSINESS leaders from across the county gathered last night to launch the official search for this year's East of England Businesswoman of the Year.

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.

At a gathering of around 70 business owners and opinion formers at Lloyds TSB in Ipswich last night, colleagues, customers and managers were urged to put candidates forward or to take their own place in the spotlight.

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 at the event last night, 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.



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“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.

Last year’s winner Leigh Ondrea Bendall spoke at the launch, reiterating the benefits of taking part and explaining the importance of recognising achievement among the region’s businesswomen.

For more information on entering for the awards, call Caroline Kearney on 07917 699498 or email caroline@iod-suffolk.co.uk. Further information is also available at www.eebw.co.uk.



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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.

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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