



E E B W

EAST OF ENGLAND
BUSINESSWOMAN
OF THE YEAR

East of England Businesswoman of the Year

Press Release

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Issued On behalf of Suffolk Institute of Directors

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2008 AWARDS LAUNCHED

The search is now on for the winners of the East of England Businesswoman of the Year Awards for 2008. Co-ordinated and organised by the Suffolk Branch of the Institute of Directors, the awards are presented to exceptional businesswomen who have made a fundamental contribution to the success and development of their organisation. The official launch of the Awards in Suffolk took place at the Cornhill offices of Lloyds TSB Commercial bank in Ipswich.

There are three categories of award: Businesswoman of the Year, Entrepreneur of the Year and Young Businesswoman of the Year. The launch event provided an insight into the structure of the Awards, all of which acknowledge the high achievement of women in the workplace and, by raising the profile of exceptional role models, encourage other women to aspire to self-employment, business ownership or senior management positions across the private, public and not-for-profit sectors.

Karen Hester of Adnams, Winner of the East of England Businesswoman of the Year 2007 added her encouragement for businesswomen to enter the awards. She said "Women in the workplace is a fact of life; women succeeding in the workplace is too. These awards celebrate and acknowledge this success and encourage others to strive to reach their potential. I feel honoured to have had my successes acknowledged in this way and to be part of inspiring other women to use their skills and talents to further their careers, businesses and the economy as a whole."

These prestigious awards are being organised in association with Lloyds TSB Commercial, our principal sponsor for 2008, and Adnams Plc.

Steve Elsom, Area Director of Lloyds TSB Commercial announced "we are delighted to renew our sponsorship of these awards, thereby further demonstrating our commitment to showcasing women in business and supporting our local business communities".

For more information on entering for the awards, call Janet Sadler on 07917 699498 or email janet@iod-suffolk.co.uk. Further information and application forms are also available at www.eebw.co.uk.

The awards were established in 1989 by the Cambridge Businesswomen's Network and have been co-ordinated 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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