



## **Businesswomen to reach for the stars through prestigious awards**

Rising and established stars of the business world are being urged to enter this year's East of England Businesswomen Awards, held in association with the Institute of Directors East of England.

With the April 4 deadline fast approaching for nominations to the 21<sup>st</sup> awards, EEBW committee members and sponsors gathered rather appropriately at what has been described as one of the finest teaching observatories in the country.

Corporate and independent women from Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Suffolk and Norfolk are invited to nominate themselves or others in the following categories: Businesswoman of the Year, Entrepreneur of the Year, Start-up Business of the Year and the Rising Star of the Year award. They can also enter others for the Beatrice Wilkinson Memorial Award.

Speaking at the University of Hertfordshire's Bayfordbury Observatory, EEBW Chair Jane Cox said: "Women are often very reluctant to put themselves forward and sing their own praises. But there are many outstanding businesswomen out there who are bucking the recession and doing extremely well.

"The EEBW awards are also very much designed to encourage younger women to pursue a career in business. The success of others can be a great inspiration to them so we do hope to encourage as many to enter as possible."

The main award sponsors are Lloyds TSB Commercial and Adnams Plc. Other award sponsors involved are Ashridge Business School and Suffolk Business Women's Network. Support has also been received from MedImmune, Itineris, DPS Technology Group and Mosaic Publicity and Institute of Directors East of England.

Previous winner Colleen Gostick, Managing Partner of Buckles Solicitors LLP in Peterborough, who won the 2006 Businesswoman of the Year award, said: "It's a great boost for individuals and their businesses when their achievements are recognised."

Pat Perry, Executive Chairman of Perry Scott Nash Associates in Stevenage, who won the Businesswoman of the Year award in 2000, added: "Entering the awards gives you the opportunity to take time out and look at where you're going with your business. Winning an award reflects that you are moving in the right direction."

Entrants can register their nominations online at [www.eebw.co.uk](http://www.eebw.co.uk) and the closing date for entries is 9am on Monday, April 4. Judging will begin on April 11, followed by visits to the finalists in the week commencing April 18.

The winners will be announced at a glittering awards ceremony on May 26 at the West Wing, Ickworth House near Bury St Edmunds, featuring guest speaker, BBC business reporter Karen Hoggan.

For more information, please contact EEBW Administrator Caroline Kearney on 07720 073883 or [info@eebw.co.uk](mailto:info@eebw.co.uk).

Ends

Photo shows: From left, Sharon Smith from Lloyds TSB Commercial and Viki Holton from Ashridge Business School with EEBW committee members Alison Beech, Jane Cox, Pat Perry and Colleen Gostick.

For further information please contact Caroline Kearney or Claire Owen at Mosaic Publicity on 01206 548100 or email [claire@mosaicpublicity.co.uk](mailto:claire@mosaicpublicity.co.uk)

East of England Businesswomen Awards, held in association with the Institute of Directors East of England.



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