



Bernard Matthews Youth Awards 2010

The Search Is On

This Saturday, (31st October), marks the launch of the 2010 Bernard Matthews Youth Awards.

Now in its second year, the Bernard Matthews Youth Awards, supported by the Eastern Daily Press, the Duke of Edinburgh's Award and the OPEN Youth Trust, is about highlighting the inspiring success of young people aged 11 to 18 across Norfolk and Suffolk.

There are eight categories in this year's awards: Young Farmer, Charity, Community Support, Bravery, Environmental, Educational Achiever, Sporting Achiever and Cultural Achiever. This year there is no 'best team' section because every category is open to both individuals and teams.

The 2009 Awards saw more than 100 entries in the various categories ranging from young farmer to cultural achiever, and former Blue Peter presenter Konnie Huq attended the awards ceremony to present the winners with their prizes.

There is £1,000 worth of award money up for grabs for each category, combined with an additional chance to win a further £1,000 in our 'winner of winners' award. This can make a real impact on a dream, goal or ambition, which is the aim of the Bernard Matthews Youth Awards.

Matt Pullen, Marketing Director at Bernard Matthews, said: "Last year was the first time we ran the Youth Awards and we were amazed with the number and quality of entries from across the region. Inspiring stories from 11 to 18 year olds over nine diverse categories helped make a really successful awards event. Our aim is to make this year's awards even bigger and better!"

Anyone or any team from Norfolk or Suffolk can enter or be nominated. Entrants must be aged between 11 and 18 years old. Entries can be made online by visiting www.bmyouthawards.com or by calling Bernard Matthews Youth Awards on 01603 309095.

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