

Press Release



Over 100 Nominations for Inaugural Bernard Matthews Youth Awards

One hundred and thirteen outstanding young people from across Norfolk and Suffolk have been nominated for the first Bernard Matthews Youth Awards 2009.

The awards, in association with the EDP and D of E Charity, aim to celebrate young people and recognise the extraordinary contribution they make to the community.

The difference young people are making throughout Norfolk and Suffolk is demonstrated through the nine categories specified in the awards; Young Farmer, Sporting Achiever, Community Support, Best Team, Charity, Cultural Achiever, Bravery, Environmental and Educational Achievement.

Each award category winner will receive £1,000 of prize funding to put towards a goal, dream, ambition or project of their choosing.

Matt Pullen, marketing director at Bernard Matthews Farms said, "We tend to hear only the bad stories about young people, but we believe the vast majority are contributing to society, and that the time is right to celebrate those young people who are really making a difference. That's why we have launched these awards, to seek out, recognise and reward the very best."

Winners will be announced at a glittering ceremony held during February half-term week (17th February 2009). More details can be found at www.bmyouthawards.com.

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