



## **Bernard Matthews Youth Awards 2011**

Now in its third year, The Bernard Matthews Youth Awards 2011 celebrates the great things young people across Norfolk and Suffolk have achieved in a range of different areas including education, culture, the environment and farming.

There are eight categories and the winner of each will receive a £1,000 prize money to help them further their dreams and ambitions. There will also be a 'Bernard Matthews Young Person of the Year' award – new for 2011.

The awards, supported by the EDP, the Duke of Edinburgh's Award, the OPEN Youth Trust and The Garage, are a chance to say a big well done to some amazing individuals and groups of young people aged 11 to 18.

Lorna Cousins, marketing controller at Bernard Matthews, said: "Three years ago we established the Bernard Matthews Youth Awards because we recognised that young people carry out some tremendous activities within our community which often go unrecognised.

"It's our opportunity to celebrate and raise awareness of the success of young people and to reward their accomplishments with prize money that can make a real difference to a dream, goal or ambition."

There are eight categories in the 2011 Bernard Matthews Youth Awards; bravery, cultural achievement, young farmer, sporting achiever, community, charity, educational achievement and environment.

All the categories are open to both teams and individuals from Norfolk and Suffolk. New for this year, people can submit video entries that answer the category questions to the Youth Awards website.

The winners will be announced at an awards ceremony in Norwich during February half term.

For further information please contact [www.bmyouthawards.com](http://www.bmyouthawards.com)