



07.01.10

**Celebrity Presenter Announced for
Bernard Matthews Youth Awards 2010**

TV sports presenter, Jake Humphrey will be back in his home town of Norwich on Tuesday 16th February to host the Bernard Matthews Youth Awards.

Now in its second year, the Awards, in association with the Eastern Daily Press (EDP), OPEN youth venue and the DofE Charity, celebrate the achievements of young people, aged between 11-18 years old, throughout Norfolk and Suffolk and recognise the extraordinary contribution they make to our communities.

Jake is best known for presenting a range of sports programmes including Formula One, Football Focus, Match of the Day and Final Score. His previous work on CBBC, presenting a number of popular children's shows makes him the perfect host at the Bernard Matthews Youth Awards.

Matt Pullen, of Bernard Matthews Farms said: "We are extremely excited that Jake has agreed to come along and support our Youth Awards. Jake began his broadcasting career as a runner for a Norwich-based TV company and perfectly demonstrates what young people can achieve. He is the youngest ever presenter to host the hat-trick of Sport programmes and a great role model to congratulate these young stars."

Jake Humphrey said: "I am delighted to be back in Norwich and am looking forward to hosting the Bernard Matthews Youth Awards. The achievements of young people across Norfolk and Suffolk is great to see and it comes as no surprise that this region is packed with talented, inspiring and brilliant 11-18 year olds. I wish all those shortlisted the best of luck and look forward to meeting them at the awards event.

Winners of the Bernard Matthews Youth Awards will be announced at a glittering ceremony held at OPEN in Norwich on Tuesday 16th February 2010 during half-term week.

More details can be found at www.bmyouthawards.com.

-ends-