



21 April 2010

### **Skipton woman calls for businesses to show some support**

Skipton's Charlotte Booth, organiser of the Yorkshire Biz Awards joined founder and past winners in an event to encourage more local businesses to sponsor the event.

After winning a national award for her team's execution of last year's Biz Awards, Charlotte, Account Executive of Bradford-based Approach PR, helped to drum up interest from new sponsors at the recent Biz showcase event to reinforce the benefits of the awards.

The Biz Awards celebrates the region's most inspirational SMEs which have triumphed over adversity and recognises organisations which would otherwise go unnoticed.

Charlotte of Approach PR, which alongside Bradford Kickstart and the Business Enterprise Fund is a current 2010 sponsor, said: "We are calling out for sponsors to not only ensure the Biz Awards continues for another year but to give recognition and entrepreneurial credibility to those organisations who are making a difference but would otherwise be unnoticed in our competitive business region."

Last year's overall winner Fresh Pastures CIC, along with previous winners Leeds-based Just Coffee People and Leeds and Bradford-based Create joined Charlotte to share their challenging experiences and reinforce the benefits of winning the awards to the invited guests.

Owner of Wakefield's Fresh Pastures, Sharyn Morley, said: "Since winning a Biz Award we have increased our turnover by £1m, employing 14 new members of staff - all thanks to the support of local businesses, organisers and sponsors which made the event possible."

Charlotte added: "As the region's only celebration of SMEs triumphing over adversity, we are calling out for new sponsors to ensure the Biz Awards sees another year. Supporting and recognising fellow businesses who are just starting their journey, is a

very visible way of offering invaluable encouragement and ultimately, helping to safeguard the future of Yorkshire's business economy.+

We are calling for any local businesses who want to give something back by helping to recognise and celebrate the region's smaller and start up businesses by becoming a Biz Awards sponsor.+

To register your interest and opportunities for involvement, visit [www.thebizawards.co.uk](http://www.thebizawards.co.uk) or contact Charlotte Booth or Becky Armstrong at Approach PR on 01274 722552 or [charlotte@approachpr.com](mailto:charlotte@approachpr.com).

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**For more information about the Biz Awards, please contact Charlotte Booth or Becky Armstrong at Approach PR on 01274 722552 or email [charlotte@approachpr.com](mailto:charlotte@approachpr.com)**