

# Kent County Council News Release

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## **Boost your business to beat the downturn**

Directors are being urged to give their firms a big boost by competing for the Kent Excellence in Business Awards 2009.

Kent County Council Cabinet Member for Regeneration Kevin Lynes told nearly 120 guests at the KEiBA launch held at Leeds Castle that there was never a better time to celebrate the entrepreneurship shown by successful firms.

He said:

“It’s going to make a huge difference if we are able to back up the excellence in the business community over the coming months as this economic downturn continues.”

The KM Group Chairman Geraldine Allinson said:

“Winning one of these awards can pay back in many ways. In particular, it is a chance to acknowledge the contribution made by staff and a good way of attracting new customers.

Business people have been given some great reasons to enter. By competing they get an expert assessment of their company, impress potential investors, boost staff morale and attract and retain employees, raise their company profile, get valuable media exposure and the kudos that goes with winning.

There are nine categories for businesses of all sizes, including start ups; also, for those with outstanding achievements as employers, in customer service and in commitments to their community. In addition, you can win an award if your business is a shining example in Kent’s creative industries, adult social care, or tourism and leisure sector.

There will also be three trophies for individuals. They will go to Kent's most notable entrepreneur and young entrepreneur, plus a special award for the person who has made an outstanding contribution over time to Kent's business community.

Entries must be received by close of play on Friday 13 March. The judges will then visit firms in the summer before deciding who will receive the awards at an impressive gala ceremony at Leeds Castle in July.

More details and entry forms are online, go to [www.keiba.co.uk](http://www.keiba.co.uk).

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**Note to Editors:** The Kent Excellence in Business Awards are being produced and staged by KCC and The KM Group. Sponsors are KCC Adult Social Services, Visit Kent, Royal Mail, the Kent Foundation, Kent Film Office, Royal Mail, South Eastern, the Institute of Directors (Kent branch), Deloitte, Headley Brothers, Heart and Mainstream.

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