



NEWS RELEASE

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Cumbrian green gongs open for 2012 entries

Cumbria Rural Enterprise Agency (CREA) has opened entries to its 2012 CBEN Excellence Awards, one of the key events in the year for the Cumbria Business Environment Network (or CBEN).

“This will be the 12th year of the CBEN Excellence Awards and we are hoping that some of the 150 companies who have been awarded CBEN Green at Heart accreditations during the past year will enter and spread the news of what they’re doing and saving,” says Andrew Reed of CBEN.

“The Excellence Awards are a great opportunity to celebrate just how much Cumbrian businesses are contributing to environmental improvements and the impact that this can also have on business bottom line and success.”

The Excellence Awards will be judged by a panel of local experts and representatives of previous years’ Excellence Award winners. They will be presented at a special CBEN ceremony and dinner at the Castle Green Hotel in Kendal on Tuesday 27 March.

Pauline Preston of Wildly Rural is based at Kirksanton near Millom and won last year’s Silver Excellence Award: “Winning last year was tremendous recognition for how we work on the design, development and construction of great landscapes. The Award has been a really useful way of demonstrating our environmental performance and priorities to new clients.”

Further details of the Award categories and criteria are available online at www.cumbriaben.com or from Andrew Reed on 01768 891555. The deadline for entries is Friday 24 February.

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Business case studies from across Cumbria, including one for the Castle Green Hotel, venue for the Awards dinner, are available on request.

Caption: Last year's award winners included Pure Lakes Skin Care of Staveley near Kendal, Hunter Hall School near Penrith and Wildly Rural, landscape designers of Kirksanton near Millom. Far left is Lynne Fox of CREA and far right is Jeremy Westgarth of the Environment Agency.

The mission of the **Cumbria Rural Enterprise Agency** is to regenerate and strengthen the rural economy by creating sustainable employment. It was incorporated in 1987 with a small team based in Kendal but it now has offices in both Kendal and Penrith. CREA has a portfolio of services that includes Business Advice, a Business Incubation Centre, the Food Technology Centre, conference and meeting rooms, the Cumbria Business Environment Network and the Resource Efficiency Programme. www.crea.co.uk

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