



Press Release

April 2010

GODIVA AWARDS 2010 LAUNCHED!

The Midlands most prestigious lifestyle and business awards, the Godiva Awards, launches on Thursday 23rd April. The awards promote, reward and celebrate excellence in Coventry and Warwickshire and have become the leading event in the region, recognising businesses with creativity, commitment flair and ingenuity.

The categories of nomination for a Lifestyle Award sponsored by The Coventry Telegraph are; Best Bar, Best Café, Best Pub, Best Club, Best Live Venue, Best Restaurant, Best Shop, Best Hotel, Best Theatre and Best Visitor Attraction along with a much welcomed new addition of Best Health and Fitness Venue.

Tricia Thompson, Advertising Director, Coventry Telegraph, said:

“Once again we are very proud to be supporting the Godiva Award’s Lifestyle Categories and are honoured to be involved with such an inspirational and exciting event. We would like to urge both the public and businesses to vote for their favourite venues in what promises to be the most exciting awards yet.”

The categories of nomination for the Business Awards, sponsored by Coventry University are: Best New Venture, Best Business, Best Conference Venue, Best Customer Service, Best Business Innovation and Best Family Friendly Venture.

Nick Stokes, Director of Marketing and Communications, Coventry University, added:

“Coventry University actively promotes good business practice and these awards tie in perfectly with that ethos by rewarding and promoting innovation, creativity and ingenuity. We are delighted to be supporting the Awards again this year and are always impressed with the calibre of entrants. We would like to encourage businesses of all shapes and sizes to enter this year and are looking forward to unveiling the winners in October”

To celebrate the launch of the highly anticipated Godiva Awards event organisers, CV One Ltd have created a new look website which is going live today, on April 23rd. The site will be rebranded and more interactive and user friendly than ever before. Visitors to the site can download Business Awards application forms and nominate and vote for venues in the Lifestyle Awards. CV One will be giving out free starter packs to all potential applicants the packs are filled with useful information on how to enter, voting slips, ballot boxes and posters. Nominated venues can pick up their readymade, free of charge voting packs from 8 Hay Lane,

Coventry, CV1 5RF from Monday 26th April. In addition, last year's gold winners will be pleased to know that they can now enter the 2010 awards in the same category which they won in 2009.

Mick McLaughlin Marketing and Communications Manager for CV One Ltd explains:

"We are encouraging all venues to take part even if they were last year's winners. In previous years the public felt that they were restricted in the choices available to them. By removing the barrier this year we encourage all venues to up their game, get their customers to vote for them and beat the competition. In addition if the customers vote for them they have the opportunity to win a cool £1000 along the way, it's a win win situation."

Daniel Gidney, chief executive of the Ricoh Arena, said: "We were delighted to win the Best Conference Venue category at the Godiva Awards in 2009 and we are honoured to be hosting this year's event for the first time.

"The Godiva Awards 2010 will be held in the newly named LIVE L5VEL at the Ricoh Arena which is part of our £2.5 million development and our ethos for providing live music and entertainment in this auditorium will be very much reflected in the competition.

"We are also sponsoring the Best Live Venue category to endorse the significant growth in the whole of Coventry and Warwickshire for live music and specifically up and coming intimate lifestyle music venues in the area."

The launch is the first step in what will lead up to a glittering awards ceremony, held on the 14th October at the impressive Ricoh Arena with presenters from BBC Coventry and Warwickshire and BBC Midlands Today with a spectacular after show party courtesy of Touch FM.

The Godiva Awards have been developed by CV One with the headline support of Trinity Mirror's Coventry Telegraph, Coventry University, Touch FM, BBC Coventry and Warwickshire and the Ricoh Arena.

Liz Millett, Chief Executive, CV One Limited, said:

"The Godiva Awards are undeniably, the most exciting lifestyle awards in the region.

"They hold a pivotal role in promoting Coventry and Warwickshire as an inspirational one-stop destination for entertainment, business, leisure, culture and hospitality."

I encourage the public to vote for or nominate their favourite venue by visiting www.godiva-awards.com to make 2010 our most successful year to date."

Why not log onto www.godiva-awards.com to see for yourself and start casting the all important votes for your favourite venues and attractions. You can even enter into the Godiva Award Prize Draw to be in with a chance of winning £1000.

Ends

**Contact: Joanne Grimshaw, Communications Executive on 024 7660 7004 j.grimshaw@cvone.co.uk
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NOTES TO EDITORS

Photographers are invited to attend the photocall on **Monday April 19th** at 3:45pm at the main entrance of the Ricoh Arena.

Please confirm your attendance prior to the event by contacting Jo Grimshaw, Communications Executive, CV One Ltd on: 024 7660 7004 / j.grimshaw@cvone.co.uk

(1) **The Godiva Awards** have developed over the last decade to be the largest lifestyle awards in the region, covering a geographical area stretching from South of Birmingham through Coventry, Solihull, Rugby, Nuneaton, Bedworth and the Warwickshire heartlands of Leamington Spa, Kenilworth, Stratford-upon Avon and Warwick. The awards cover a population of 1.2 million people and more than 10,000 individual businesses in the UK lifestyle, leisure, retail and wider tourism economy. Today the Godiva Awards generates more than 100,000 web visits per week generating 22,000 plus visitors, 30,000 votes and in excess of 10,000 competition entries from more than 50 countries – making them the fastest growing lifestyle awards in the United Kingdom.

(2) **CV One Ltd** is a unique company in Britain, combining the twin functions of managing Coventry's city centre and promoting the city and surrounding Warwickshire region as Europe's most inspiring destination in which to invest, work, live and to visit. Formed seven years ago and core funded by Coventry City Council, it has a remit to put Coventry and Warwickshire on the map by delivering service excellence in facilities management, destination marketing and tourism. The company is responsible for carrying out a huge number of tasks, from managing car parks, CCTV and street cleansing to staging two of the region's largest events, managing the region's official conference and hotels bureau and publicizing the region worldwide.