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**Media Release**

## **Business bright ideas competition is going for gold**

Olympic medallist and TV personality Kriss Akabusi will be the guest speaker at an award ceremony to celebrate the best new business idea in Greater Peterborough.

People who think they have a great business idea or who have just started their new firm were encouraged to enter the annual Start Doing Something New Today competition to find the city's best new entrepreneurs.

Organised by Peterborough Enterprise Programme, the competition was launched at the beginning of January and the shortlisted finalists are due to present their ideas to judges next Friday (Mar7) and stake a claim for the trophy, £2,000 cash prize, and a year's free mentoring from leading business figures across the city.

Kriss, a three-times Olympic medallist, World, European and Commonwealth Champion and former British record holder in the 400 metres, is now a TV presenter and motivational speaker. Awarded an MBE honour in 1992, he has since presented The Big Breakfast, Record Breakers, various children's programmes, and been on numerous game and chat shows.

Katie Hart, director at Peterborough Enterprise Programme, said: "We're delighted to have Kriss to speak at this year's awards. Enthusiasm and motivation are key ingredients when starting a new business and who better to inspire us than Kriss.

"After Dragon's Den's Doug Richard and The Apprentice's Ruth Badger, our previous speakers, this will give a different insight into what is needed to go into business for yourself.

“This competition is about proving that anyone can have that great idea that makes business sense. It’s about proving real people can set up successful businesses, regardless of money or qualifications. You’re never too young – or too old. We’ve had some great applicants this year.”

Sponsored by Hegarty Solicitors, MacIntyre Hudson, Athene Communications, HSBC and the Evening Telegraph, the competition culminates in an awards evening on March 12 at the Broadway Suite, Broadway Theatre, Peterborough. Tickets, costing £10 each, are available by ringing PEP on 01733 426500.

### **Notes to Editors**

Peterborough Enterprise Programme is part of Cambridgeshire Enterprise Services. Other enterprise offices are based in Cambridge, Ely, Huntingdon and St Neots. Services they offer include one-to-one support, networking events, advice on available workshops and access to a comprehensive range of on-line information.

**-Ends-**

For further information please contact Sarah Dade on 01733 865040 or Rebecca Stephens on 07879 633796.