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PRESS RELEASE

For immediate release

4th August 2010

Local Finalists Announced in Charity Awards Shortlist

Two East Anglian based organisations have been named as finalists for national awards in the prestigious Charity Times Awards 2010.

NORCAS, which supports those who are affected by addictive behaviours, has been shortlisted in the 'Best charity to work for' category, which judges charities on their employee's sense of loyalty and purpose and excellent working conditions. This category is voted on by individuals, but is only open to charities with 20 employees or more.

Maggie Williams, chief executive of NORCAS, has also been shortlisted as Charity Principal of the Year. This acknowledges the dedication and strategic direction with which she has led the charity, since her arrival in August 2008.

Norwich based public relations company, Pinstripe PR, has been recognised in the PR Team of the Year category for the PR campaign it created and managed on behalf of NORCAS for the charity's re-launch in September 2009.

The Charity Times' Awards are designed to recognise and reward excellence in the management and co-ordination of all charitable activities.

Maggie Williams said: "Being shortlisted in the Charity Times Awards is a brilliant acknowledgment for NORCAS, a personal honour and a reflection on the excellence of the collective work we achieve as a team and with our partners. We are extremely passionate and dedicated about what we do at NORCAS and to be recognised for our commitment for supporting those who are affected by addictive behaviours is a great boost to everyone involved."

Anna Mills, managing director for Pinstripe PR said: "We were delighted to have the opportunity to work with NORCAS on its re-launch last year and to work closely with the team since that time. Being shortlisted in the Charity Times 'PR Team of the Year' category for the re-launch campaign is the 'icing on the cake'. Organisations like NORCAS are of course vital to ensure appropriate help is available for those that need it and in these challenging times for all charities, it is extremely rewarding to be able to support the first class services that they provide."

The Charity Times Award winners will be announced at a gala dinner in London on Wednesday 1st September 2010. The awards incorporate the whole range of charitable work; from investment, fundraising and campaigning through to use of technology and the application of sound business principles. In addition, recognition is afforded to those professional service companies working most creatively and effectively within the sector.



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For more information on NORCAS, please visit www.norcas.org.uk

For more information on Pinstripe PR, please visit www.pinstripepr.co.uk

For more information on the Charity Times Awards 2010, please visit
http://www.charitytimes.com/pages/charity_times_awards/index.htm