

PRESS RELEASE

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For Immediate Release

Call for nominations open for 2nd annual CAM Outstanding Achievement Award

camexpo – the UK’s only professional show for the CAM community, is now accepting nominations for its second annual CAM Outstanding Achievement Award.

Launched last year to recognise the scores of inspirational figures that, together, help shape the complementary healthcare industry, this prestigious award will be given to one individual – who above all others – has made a truly exceptional contribution to the UK’s CAM community.

Zoe Campbell, Event Manager of camexpo, said: “Every practitioner and therapist working in the industry today knows someone – either personally or professionally – who inspires and motivates them. The CAM Outstanding Achievement Award is a perfect opportunity to give these exceptional individuals the official recognition they deserve for the outstanding work they are undertaking every day. There’s no shortlist and literally anybody could win it! All you need to do is spend just a few minutes filling in the simple nomination form.”

Those who are interested in making a nomination should complete the online form at <http://www.camexpo.co.uk/want-to-visit/outstanding-achievement-award/>, which includes a brief supporting statement demonstrating why their nominee qualifies for the award. The deadline for submitting nominations is Monday 11 October 2010.

The CAM Outstanding Achievement Award will be presented to the winner (ie. the individual who receives the most votes/nominations) at camexpo on Saturday 23 October, Earls Court, London, by Carsten Holm, Managing Director of the show’s organiser Diversified UK.

The first CAM Outstanding Achievement Award was awarded to Kolbjorn Borseth, the founder and director of Aromantic Natural Skin Care, at camexpo 2009.

For further information, please visit www.camexpo.co.uk.

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Notes to Editor:

- camexpo was shortlisted for Best UK Trade Exhibition (Under 2,000m²) by the Association of Event Organisers (AEO) in their 2010 Excellence Awards.
- camexpo is the UK's leading event for complementary and alternative healthcare. It is the key event of the year for practitioners, therapists, students and independent health store retailers looking to source all the latest CAM products and services, keep up-to-date with new industry developments, and invest time in their own professional training and development.

VISTOR INFORMATION:

Admission: £7 until 22 October, reverting to £18 payable on the door (however, entry costs may vary with promotional codes).

Location: Brompton Hall, Earls Court, London SW5 9TA

Open: Saturday 23 October 10.00–18.00 & Sunday 24 October 10.00–17.00

Website: www.camexpo.co.uk

- Diversified Business Communications (UK) Ltd (Diversified UK) is a fast growing event organising and publishing company based in Brighton. In addition to camexpo, Diversified UK also organises the Independent Health Store Conference, Natural & Organic Products Europe, lunch!, and, new for 2010, office*. It publishes Natural Products – the industry's leading trade magazine, and the Natural Beauty Yearbook.

- Diversified UK is part of Diversified Business Communications, a leading international media company with a successful portfolio of sector leading exhibition, conferences, publications and websites.