

RELEASE DATE: 19.10.09
RELEASE TIME: 13.00



NORFOLK BUSINESSES MISSING OUT ON £27,000 TO HELP THEM SURVIVE AND REVIVE!

Businesses based in Norfolk are missing out on the chance to receive £27,000 to help them revive their businesses as we lift out of the recession as they have not entered for the Ixion Challenge 2009.

Chairman of Ixion Holdings, Margaret Hyde, explained: "In September we launched the Ixion Challenge 2009 which is open to any small business in the East of England and while we have had a good number of entries we are disappointed that to date we have fewer than hoped from Norfolk.

"That is something we hope will change before the deadline of 5.00pm on Friday 30 October 2009 and firms in Norfolk can enter at www.ixionholdings.com/challenge

"Ixion Holdings Limited is a not-for-profit organisation that plays a significant role in helping local businesses to grow and develop.

"We now want to give something back to the local community by giving businesses additional financial support to *survive and revive* at this difficult time.

"Launched in 2008, The Ixion Challenge is simple: Business owners just need to tell us how they would best spend the money on offer and how they are surviving the current financial downturn.

"The aim is to help businesses in {name of area} that are helping themselves cope during the recession by offering a cash grant they can use to develop their business so they grow and expand as the recession begins to end.

"The winner will receive:

1. £20,000 in cash towards their business development
2. A £5,000 voucher which can be used to buy a range of services, including training courses, offered by Anglia Ruskin University
3. A Graduate Student placement, with £2,000, to work in their business during the summer to implement one of their business development projects

"In addition each of two runners up will receive £5,000 in cash to help them deliver their business development plans."

ENDS