

RECORD ENTRIES FOR IXION CHALLENGE!

A record number of businesses from the East of England have submitted entries to the Ixion Challenge with 154 companies arguing their case for the £27,000 award to help their business *survive and revive*.

Chairman of Ixion Holdings Ltd, Margaret Hyde, explained: “This year saw 154 companies from across the East of England submit an entry for the first stage of the Ixion Challenge, nearly three times the number that entered last year, which is excellent news as it reflects the confidence felt by local businesses as they plan for the end of the recession.

“We were pleased so many entries were received and our panel will now be working this month to analyse each entry and choose **upto** 10 businesses to go forward to the next stage where a more detailed business plan will be needed including details of how the firm will use the £27,000 available.

“The number of entries received varied considerably by county and were:

- Essex 123
- Norfolk 11
- Hertfordshire 8
- Bedfordshire 7
- Suffolk 3
- Cambridgeshire 2
- Peterborough postcode 1

“Ixion Holdings Ltd 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 are creating opportunities despite the financial downturn.

The Target Group: *Creative Thinking, Innovative Solutions*

This release has been prepared and distributed by The Target Group

T: 01277 365344. F: 08714 310407 E: mediareleases@targetgroupuk.com W: www.targetgroupuk.com.

“The aim is to help businesses in the **East of England** 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

NOTE TO EDITORS:

1. The Target Group has been appointed to handle media relations for the Ixion Challenge and initial requests for interviews etc should be addressed to Anne Brown on 07847 393740 or email media@targetgroupuk.com .
2. Ixion Holdings Limited is based in Great Baddow, Essex. More details at www.ixionholdings.com
3. Ixion Holdings Limited:
 - works with all major Government funding bodies and policy makers to ensure that public funds meet the needs of businesses and individuals.
 - recognises the importance and value of working in partnerships to broaden our delivery and to offer a one-stop portal for a range of support, training and advice services.
 - specialises in business-to-business support for organisations of all sizes. Ixion can deliver a tailored solution for your business development requirements.
 - knows that it is often difficult to decide which is the right programme to help you develop your skills and increase your earning power accordingly.

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ESSEX FIRMS LEAD THE WAY WITH ENTRIES FOR IXION CHALLENGE!

Essex businesses have led the way in bidding for support to help them come out of the recession ready for business.

A record number of businesses from the East of England have submitted entries to the Ixion Challenge with 154 companies arguing their case for the £27,000 award to help their business **survive and revive** and 123 of those entries were from Essex firms.

Chairman of Ixion Holdings Ltd, Margaret Hyde, explained: “This year saw 154 companies from across the East of England submit an entry for the first stage of the Ixion Challenge, nearly three times the number that entered last year, which is excellent news as it reflects the confidence felt by local businesses as they plan for the end of the recession.

“We were pleased so many entries were received and our panel will now be working this month to analyse each entry and choose **upto** 10 businesses to go forward to the next stage where a more detailed business plan will be needed including details of how the firm will use the £27,000 available.

“The high proportion of entries from Essex seems to reflect the confidence and optimism of Essex entrepreneurs **who are** determined to use this recession as an opportunity to streamline their business and plan for future growth.

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- Bedfordshire 7
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“The winner will receive:

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