



CIRENCESTER COMPANY IN RUNNING FOR TOP BUSINESS AWARDS

An innovative Cirencester mobile phone games business will line up alongside some of the country's most successful companies as it competes for three leading UK industry awards.

Neon Play, which is based in Castle Street, has picked up a regional award for Most Promising New Business, sponsored by BT Business, the award for Innovation through Technology, sponsored by Dell and founder Oli Christie has picked up the Entrepreneur of the Year Award, sponsored by BT Directories.

The company is now a finalist in both categories for the UK title in the Chamber Awards hosted by the British Chambers of Commerce, which were created to celebrate the UK's most successful businesses.

John Longworth, Director General of the British Chambers of Commerce, said: "The health of the UK's economy relies upon the confidence of our businesses to grow, invest and create jobs. That's why the British Chambers of Commerce has been working hard to ensure government makes good on its promises to encourage enterprise, and do everything in its power to help businesses grow.

"All the good things we want to see in society depend on business and wealth creation. These awards provide a snapshot of some of the most impressive companies from across the country. Many of these business owners are working day in day out to build upon the companies they have built from scratch, creating jobs in local communities, and contributing to the economic recovery we so desperately need. We're delighted to be able to celebrate the success of these companies through the Chamber Awards."

Neon Play, which was set up in June 2010, already operates in over 90 countries, making games for iPhones and iPads. Since launch they've developed more than 35 games and apps, such as Flick Football, Hotshot Pool and Golf Putt Pro, achieved 20 million downloads and had seven UK number one games.

They've also identified future opportunities with Android, Nokia, Blackberry and even Facebook and are currently working on their first social game. This dynamic approach, together with the determination and enthusiasm of the company's founder Oli Christie, earned the business high praise from judges.

Having won three regional awards, Neon Play is now in the running for the national title in all three categories, as well as the chance to collect the **Award for**

Outstanding Business Achievement – with a top prize of **£25,000** and runner up prizes of **£15,000** and **£10,000**.

There are nine categories, backed by high profile sponsors including RBS and NatWest, BT Business, BT Directories, Dell, DHL Express, the British Standards Institution (BSI), AXA PPP healthcare and Westfield Health. The national winners will be announced at a ceremony at London's Grand Connaught Rooms on November 24th 2011.

ENDS

For more information call Liz Slee on 07968 411373 or email liz@thevitalagency.co.uk

Notes to editors:

The British Chambers of Commerce (BCC) is the national voice of local business.

The BCC sits at the heart of a powerful nationwide network of Accredited Chambers of Commerce, serving over **100,000 businesses** across the UK, which **employ over five million people**.

For more information visit: **www.britishchambers.org.uk**

There are nine categories in the annual Chamber Awards. Most Promising New Business, sponsored by BT Business, Entrepreneur of the Year, sponsored by BT Directories, Business of the Year, sponsored by Westfield Health, Innovation Through Technology, sponsored by Dell, Achievement in International Business, sponsored by DHL Express, The Sustainability Award, sponsored by the British Standards Institution (BSI), Excellence in Customer Service, sponsored by AXA PPP healthcare, Excellence in People Development, sponsored by Composite Legal Expenses and Finding New International Markets, sponsored by RBS and NatWest. The Award for Outstanding Business Achievement, sponsored by RBS and NatWest, is awarded to the overall winner, selected from any category.