



Embargoed until 1st October 2012

Pembrokeshire company lands Chamber Awards success

A local coasteering provider is proving that 'Business is Good for Britain' after bringing a host of adrenaline fuelled activities to the coast of Pembrokeshire.

Celtic Quest beat off challengers from across Wales to secure the Marketing Campaign of the Year Award (sponsored by the RBS Group), impressing judges with how it has built interest in one of the more unusual pursuits.

The company, which employs experienced guides to offer people the chance to jump from 45ft into a boiling turmoil of waves, has embraced the benefits of social media by using Facebook, Twitter, Google+ and Pintererst to raise awareness and increase bookings.

It has also spent a lot of time on developing its YouTube channel and positively encouraging people to leave positive feedback on Trip Advisor, a combined approach that has resulted in 27,000 views of its videos and an influx of new customers.

President of the British Chambers of Commerce Martyn Pellew said: "There has never been a more important time for businesses to showcase the amazing work they are doing on a day-to-day basis.

"The Chamber Awards is a perfect platform for them to do just that and receive the recognition and profile they deserve for helping move the economy forward and create employment, often in local areas."

The British Chambers of Commerce (BCC) Chamber Awards 2012 is committed to finding the best businesses in Britain through a series of regional heats followed by a National Final, due to be held at London's Guildhall on November 29th.

Now in its 9th year, the competition is one of the showcase events for the 'Business is Good for Britain' campaign that highlights the role of business as a positive force for the UK recovery and the success of local communities and individuals.

Celtic Quest Coasteering, which is a member of the South Wales Chamber of Commerce, is one of six regional winners in Wales, who will now go forward and compete for the national titles in their respective categories. All will have a chance to win 'Outstanding Business Achievement' and a £25,000 cash prize, courtesy of the RBS Group.

Other successful companies in the region include:

- Anthony A Davies (Sustainability Award)
- Biotec Services International (Achievement in International Business)
- N-ergy Consortium's Donna Turner-Kot (Entrepreneur of the Year)
- Smarta Technology (Excellence in Innovation)
- Wolfestone Translation (Business of the Year and Commitment to People Development)

Martyn concluded: "A record number of firms have taken part this year, all determined to prove that 'Business is Good for Britain!'"

The Chamber Awards 2012 is supported by the RBS Group, BT Business, Dell, DHL Express, Westfield Health and Acua Limited.

For further information or to book your place at the National Awards Final, visit **www.chamberawards.co.uk**

ENDS

For further information, please contact Russ Cockburn on 07812 600271 or email russ@dc-pr.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**