

# Reed Carer of the Year Awards Launched

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Reed Social Care, in association with Sue Ryder Care, announces the launch of the inaugural Reed Carer of the Year Awards.

Created to recognise and celebrate the outstanding contributions made by the many exceptional individuals working in Social Work and Care, the Reed Carer of the Year Awards are open to anyone working within Social or Domiciliary Care.

"Every day, huge numbers of fantastically committed and talented people perform wonderful, quality of life-improving work within the social work and caring arenas," commented Reed Social Care Operations Director Leslie Weare.

"In association with Sue Ryder Care, we developed the Reed Carer of the Year Awards to give these individuals the opportunity for their supreme efforts to be recognised more widely."

Anyone can nominate an individual who they think works beyond the call of duty - either delivering exceptional service that makes a significant contribution to improving the quality of life of one or more patient, client, service user or carer; or alternatively someone who displays particular creativity and ingenuity developing or establishing innovative social work and/or social care services for the benefit of local people.

Nominations can either be made online at [www.reedcareroftheyear.co.uk](http://www.reedcareroftheyear.co.uk), at Sue Ryder Care or at branches of Reed Social Care, at any time up until the 22nd June closing date. For each nomination received, Reed Social Care will donate £8.70 to the Sue Ryder Care charity towards an hour of care.

Laurence Helgesen, Senior Business Development Manager at Sue Ryder Care, added: "Carers are at the very heart of the specialist services Sue Ryder Care delivers to people living with long-term and end of life conditions. We are delighted to be associated with the Reed Carer of the Year Awards, which provide an excellent platform to celebrate the superb work carers are doing up and down the country."

On 6th July, 17 Regional Winners will be chosen, who will each receive a prize hamper and certificate, and automatically go forward for the National Award. The Reed Carer of the Year 2009 will be announced on 28th September 2009, and the winner will receive £1,000 of holiday vouchers.

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Reed Social Care is part of Reed Specialist Recruitment

The 17 Regions where there will be regional winners are:  
Birmingham, Bristol, Cambridge, Cardiff, Edinburgh, Exeter, Glasgow, Leeds, Liverpool, London x 4 (East, South, West and Central), Maidstone, Manchester, Newcastle and Sheffield.

About Reed Specialist Recruitment

Founded in 1960, Reed is a specialist provider of permanent, contract, temporary and outsourced recruitment solutions, as well as IT and HR consulting.

Reed operates in Europe, the Middle East and Asia Pacific and has more than 3,000 permanent employees working out of 400 offices worldwide across more than 30 specialisms.

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Reed is passionate about the environment, has an award-winning environmental programme and continues to maintain its Carbon Neutral (R) status and commitment to being Carbon Responsible.

#### About Sue Ryder Care

Sue Ryder Care is a charity providing four million hours of compassionate care each year to people living with long-term and end of life conditions such as cancer, brain injury, multiple sclerosis, motor neurone disease, Huntington's and Parkinson's disease, stroke and dementia.

They deliver specialist caring services in people's own homes, in the community and within Sue Ryder Care hospices and care centres - enabling people to manage their treatment and live their lives to the full.

Through innovation and research, Sue Ryder Care works to improve standards in long-term and end of life care, and recently received government recognition for improving end of life care for people with long-term conditions. A research partnership with the University of Nottingham is extending skills and knowledge across the sector, and the charity has piloted leading hospice at home services and holistic care management programmes for people with complex physical and psychological needs.

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