

UK SOCIALISING NETWORK FOUNDER NAMED A BT ESSENCE OF THE ENTREPRENEUR WINNER

Submitted by: Citysocializer

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Sanchita Saha, founder of the UK's leading socialising network CitySocialising (<http://www.citysocialising.com>), has been revealed to be one of twenty winners of the BT Essence of the Entrepreneur competition (www.essenceoftheentrepreneur.co.uk/), selected from hundreds of entries from across the UK by a panel of judges including Dragon Peter Jones (<http://www.peterjones.tv/>).

Throughout the summer of 2009, BT conducted its annual search for inspirational British companies who are using technology to drive their business forward. The contest honours the nation's finest entrepreneurs and celebrates the achievements of small businesses that have demonstrated exceptional dedication and passion towards their work.

As part of the campaign, each winner has been captured in a striking portrait, by renowned celebrity photographer Rankin (<http://www.rankin.co.uk/>), that reflects the spirit of their business, and these were unveiled at a private viewing, last night, at the Oxo Tower on London's Southbank.

Sanchita's addition to the list comes in recognition of her achievements in setting up and launching CitySocialising, a national events-based socialising network (<http://london.citysocialising.com/social/>) and community for urban professionals living in, working in and relocating to new cities in the UK.

With a Prince's Trust loan, former BBC employee Sanchita spent 18 months developing her idea to create a trusted online and offline network through people could safely meet and find new friends (<http://london.citysocialising.com/friends/>) in their area, with shared interests (<http://london.citysocialising.com/interestgroups/>), and socialise together in their city.

Her first site launched in London in January 2007 and, within eight months was rolled out to seven other UK cities. Today CitySocialising spans nineteen cities in the UK and Scotland and has grown to over 60,000 members.

Most recently, Sanchita successfully secured £260,000 investment via the London Business Angels (<http://www.lbangels.co.uk/stories.php?id=123>) network, to invest in a new technology platform and expand the network internationally, and the business has this month formed a national, online partnership with the Metro newspaper.

Sanchita said of the award:

"Being recognised alongside such a talented group of entrepreneurs is really amazing. The business has been growing at a really fast pace since launching the network from zero base and the work has been non-stop, so winning this competition, and the experience of having my portrait taken by Rankin in particular, has been a great way to stop for a moment and celebrate the milestones that have been achieved."

Other London-based award winners included:

- Daniel Ox of Fruit for the Office
- Sam Bompas and Harry Parr of Bompas and Parr
- Sam Wahid, of Gift Republic
- Alastair Mitchell and Andy McGloughlin, of IT firm Huddle
- Shane Lake and Tony Charles, of hungryhouse.co.uk
- Ben Rose, of Inspiring Interns;
- Paul Lorrain and Henry Bennet, of mobile phone firm Island Wall
- Susan Cropper, of Loop Knitting
- Ben Black, of My Family Care;
- and Emmanuel Addy and Huw Jenkins, of Send Money Home.

The exhibition is open to the public from 28th January – 28th February 2010. For further information please visit <http://www.essenceoftheentrepreneur.co.uk/>

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Notes to the Editor:

Sanchita Saha, founder of CitySocialising is available for interviews. For more info please contact Steve McComish at London PR Agency. E: steve@londonpragency.com. T: 020 7193 0566

About CitySocialising

Founded by entrepreneur Sanchita Saha in 2007, CitySocialising is a socialising network for professionals to meet new local networks of friends with shared interests both online and offline through social events and activities. Originating in London, CitySocialising now spans 19 cities across the UK & Scotland.

Sanchita Saha, a UCL Maths & Business graduate, enjoyed a successful 7 year BBC career, before founding CitySocialising, predominantly in radio operations and production. She was hand-selected by Radio 1 Controller Andy Parfitt to work at the station via the BBC's first ever talent scheme and went on to form part of the start-up team to launch the corporation's digital urban music station, 1Xtra. Sanchita has previously been recognised in Management Today's '35 Women Under 35' business list published in the Sunday Times; named one of the UK's top 100 brightest business stars of the future in the Courvoisier Future 500 list; winner of the People's Choice Award, voted for by the public, in the Handbag.com Business Awards; and a finalist for the CBI/Real Business 'Young Entrepreneur of the Year' title in the Growing Business Awards.