

Motors.co.uk launch national search for most deserving local hero

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Leading used car website Motors.co.uk (<http://mostdeserving.motors.co.uk>) has launched a UK wide search to find outstanding people in local communities who go above and beyond to help others. The winner, nominated by a friend or family member, will be rewarded with the gift of a car worth £10,000 – plus a donation of £2,500 to a registered charity of their choice.

Nominate your "Most Deserving" to win £10,000 towards a car from Motors.co.uk (<http://mostdeserving.motors.co.uk>), plus £2,500 towards their chosen charity.

The competition launches today on <http://mostdeserving.motors.co.uk> and invites the general public to nominate their most deserving, using a simple form.

Motors.co.uk would like to know:

- Friends and colleagues who work tirelessly helping others
- Individuals who have made outstanding contributions to a local charity, or community project
- Anyone who selflessly gives up their time to help an elderly neighbour
- Stories about people who have changed someone's lives for the better

Phill Jones, Commercial Director at Motors.co.uk, explained: "There's so much bad news and you don't hear enough about the great things that individuals do to help others, without reward.

"As well as providing the winner with a valuable, useful prize in a car from our wide range, we want to celebrate all the thousands of people who contribute so much to our local communities by sharing their unique stories."

The competition is being held in two rounds. The first stage is open nominations where anyone can nominate anyone they choose, being invited to support their nominations with images and links to other media that help to tell the story about the nominee.

The Most Deserving Panel at Motors.co.uk will then choose finalists from all the regions of the UK, and the general public will then be invited to vote for their favourites – and to support their friends and family as much as possible. The three finalists with the most votes will then be assessed by the Panel who will announce the winner.

The competition launched on 18th January 2012 and will end on 5th March 2012.

Keep up to date on Twitter via the hashtag #MotorsWinaCar and to let your friends know about the competition and your entry.

Full Terms & Conditions can be found at <http://mostdeserving.motors.co.uk>

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About Motors.co.uk

Motors.co.uk is a leading used car (<http://www.motors.co.uk/>) advertising website that aims to make the process of finding the right car as easy as possible for used car buyers & the selling of used cars as straightforward and cost-effective for used car dealers.

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