

Divine Women Awards 2011

Submitted by: Divine Chocolate Ltd

Tuesday, 8 March 2011

DIVINE WOMEN AWARDS 2011

Who is Your Divine Woman?

To mark the centenary of International Women's Day and to celebrate the amazing achievements of women across the nation, leading Fairtrade company Divine Chocolate is joining up with ethical jewellers Ingle & Rhode to launch the first ever Divine Women Awards.

Divine Chocolate and Ingle & Rhode will be inviting public nominations in a search to find the most Divine Woman in the UK, between the 8th of March and 8th of April 2011. They have enlisted the help of ethical-campaigner Livia Firth to help select a winner.

Everyday, women everywhere in the UK make real and lasting positive changes in their communities. Yet they are so often taken for granted. Divine Women are those who have gone above and beyond the call of duty to make a difference in people's lives. Now it's time to give them the recognition they deserve.

Livia Firth will be joining the judging panel to select the most Divine Woman from a shortlist following an open public vote on the Divine facebook page <http://apps.facebook.com/DivineWomenAwards>.

Livia Firth says: "I'm constantly inspired by women and what they achieve for others through sheer passion, warmth and persistence. They deserve to be celebrated for the Divine people they are – and I look forward to some amazing nominations."

The ultimate winner will be awarded a truly divine prize of a bespoke pendant worth over £1,000, made with Fairtrade and Fairmined 18 carat gold from ethical jewellers Ingle & Rhode.

Livia Firth says her Divine Women would be: "The novelist Clare Sambrook, who launched the very successful campaign against child detention last year, Esme Peach, for working with Clare and for work on creating and running the EQUALs campaign, and Maya Foa, the wonderful campaigner for Reprieve."

So who is your Divine Woman? Who inspires you? Who do you think deserves to be rewarded for all they do? Nominating couldn't be simpler, just log onto the Divine facebook page, watch the short film, and follow the instructions.

-ends-

Press Enquiries:

Julie Doyle

T: 07921 955 376

E: juliesdoyle@gmail.com

Notes to editors:

About the Divine Women Awards

Perhaps you know a Divine Woman who has made real change happen in her local area? Someone with a passion to improve community life or even someone who's made a real difference to you? If you do, Divine Chocolate is urging you to share her story.

Divine Women can be any age and from any walk of life. Everyone and anyone can nominate a woman they believe to be an inspiration.

Once a nomination has been received, there is the opportunity to mobilise support and votes for your Divine Woman up until the 8th April, by inviting your friends and family to vote for them. After this time, a panel accompanied by Livia Firth, will be shortlisting the nominations, then comes the task of choosing the ultimate winner. That winner will be crowned The Divine Woman 2011.

The prize is unique and very special – a gold pendant made with some of the very first Fairtrade and Fairmined gold ever produced. The pendant will be made by Ingle & Rhode in the shape of one of the Ghanaian Adinkra symbols that are so important to Divine Chocolate. The prize, worth over £1,000, will be presented in person by Livia Firth (tbc). For more information visit <http://apps.facebook.com/DivineWomenAwards>

About Divine Chocolate

Divine Chocolate has always had a strong and heartfelt relationship with women! There are the women who just love the chocolate, and those here in the UK who have been among the amazing movers and shakers that have helped Divine grow and spread the Fairtrade message. And behind Divine Chocolate is the cooperative of 45000 farmers in Ghana which owns the company, approximately a third of which are women who have been extraordinarily empowered by membership of this organisation and its special relationship with Divine. <http://www.divinechocolate.com>

About Ingle & Rhode

Based in London's Mayfair, Ingle & Rhode has quickly become a top destination for exquisite bespoke jewellery, while also pioneering the development of an ethical jewellery supply chain. Ingle & Rhode purchases all of its precious metals and gemstones under fair trade principles, meaning that its suppliers must pay fair wages, must maintain good health and safety standards, and must not use child labour. To guarantee that its diamonds are conflict-free, Ingle & Rhode does not rely solely on Kimberley certificates – instead it only sources diamonds whose origins they can trace all the way back to the mine. Ingle & Rhode is one of the first jewellers in the world licensed to sell certified Fairtrade and Fairmined gold and platinum jewellery. <http://www.ingleandrhode.co.uk>

About Livia Firth

Livia Firth is creative director of Eco Age, a consultancy service for businesses and homeowners, and a retail shop for those who want to lead a greener life. Livia is also an Oxfam Ambassador and regularly blogs for www.vogue.co.uk
<http://www.eco-age.com>

