



## Alternative business awards mix the serious and silly

# Tickets going fast for evening of fun

TICKETS are being snapped up fast for the inaugural Leicester Mercury Alternative Business Awards, which take place at Curve on Thursday, February 4.

The awards are a fun alternative to the more serious ceremonies that take place throughout the year and are being held as part of Dave's Leicester Comedy Festival.

The finalists were announced on January 5, with Rachel Curtis-Bowen, of Cambridge & Counties, Sally Kowal, from Leicester and Leicestershire Enterprise Partnership, and Robert Bracken, general manager of Leicester Racecourse, all in the running for the In at 9 Gone at 5... in the morning Award.

This prize, sponsored by city recruitment firm ER Recruitment, celebrates people who are the most productive at work.

David Pochin, of plumbers' merchants Pochin's, is a finalist in the Culture Vulture category.

David said: "I'm honoured - it's great to be part of these fun awards."

BY LAUREN MILLS  
Daily Business Editor

"I do love culture and we have so much great theatre,

and more available in Leicester and the county - and not forgetting Rutland - that we can all be very well-fed culture vultures.

"By attending lots of performances, everyone can value and support our artists, musicians, actors, backstage teams and venues."

Also up for the award are Tracey Miller, from The Miller Partnership, and Dominic Sheppard, from De Montfort University.

There are 13 categories in all, each with a comedic twist, including the Biggest Twit (Social Media Junkie Award), Soggy Bottom and Ryder Cup awards.

The night will be hosted by Patrick Monahan - winner of ITV's Show Me The Funny. Tickets cost £20, with all proceeds going to charity.

They can be booked via the comedy festival website: [www.curvetickets.co.uk/comedyfestival/Online/](http://www.curvetickets.co.uk/comedyfestival/Online/)



MAIN PICTURE: MIKE SCHWELL

**CONTENDERS:** Robert Bracken, above, David Pochin, below left, and Rachel Curtis-Bowen. Below, host Patrick Monahan



In at 9 gone at 5:



RICHARD RICHARDS  
ADVERTISING

New kid on the block:



Qdos  
CONSULTING

Team:



pedigree **filbert**

Culture vulture:

**CURVE**

Ryder cup:

**total motion**

Glass half full:



LEICESTER  
RACECOURSE  
- for a great day out

Shiny bottom:



Alternative business person:



Top table favourites:

**pochin**

Plumbing & Heating

Biggest twit (social media junkie):



Soggy bottom:

**PICK  
EVERARD**

The person who won nothing:



Pillow Talk - who lets the cat out of the bag:

**Mercur**  
HOTELS

Associate sponsor - Rowleys:

