

## **Lifetime Achievement Award.**

Hello ladies and gentleman.

It gives me great pleasure to announce the first ever North East Marketing Awards Lifetime Achievement Award.

We see so much marketing talent within our region, and indeed, when recruiting the best talent throughout Europe, but to achieve what tonight's recipient has, takes someone special.

The recipient this year is being recognised for his work in creating a market leading brand from scratch.

Founded in 2000, tombola has enjoyed enormous success during the last two decades. Competing in a crowded market, it consistently punches above its weight in terms of brand recognition and engagement, by offering a sense of fun and community to consumers.

All the while, the business has stayed close to its roots, developing its organisation and most importantly, its marketing talent, here in the region.

Its 300 employees based at the 'high spec' Sunderland Headquarters enjoy working within a unique and enviable culture, which continues to facilitate industry leading innovation and success.

A true gem of the North East, I'm delighted to announce that the Lifetime Achievement Award goes to the founder of Tombola, Phil Cronin.

Unfortunately, the nature of working in a changing business is such that, yesterday, Phil was called away from attending tonight. I'm pleased to say his team quickly stepped up to produce a video that we'd like to play for you now.

**[VIDEO PLAYS]**

**Lifetime Achievement Award.**

I'd like to ask Head of Marketing, Dawn Howe, to the stage to accept the award on Phil's behalf.