

Make your opinion count and vote today

Lebara People's Choice Nominees Announced

Today, The Asian Awards in partnership with Lebara announced the four world-class nominees of the Lebara People's Choice Award. The 2011 nominees have been chosen for the outstanding contribution they make to their profession whilst engaging and inspiring millions of people across the globe to be the best they can be.

Launched and awarded to cricket legend Sachin Tendulkar in 2010, the Lebara People's Choice award is the only Asian Awards accolade that is voted for by the general public. A panel of Senior Executives and industry professionals will also debate and place their vote to decide who should ultimately win the 2011 accolade. Both the judging and public vote will carry equal weight in the final award decision. Visit www.lebara.co.uk/asianawards to review nomination details and place your vote – voting is open to midnight on Friday 16th September 2011.

Ratheesan Yoganathan, CEO Lebara commented: "We are extremely proud to sponsor the Asian Awards – honouring Asian excel-

lence and achievements from all walks of life. These four nominees are all fantastic role models for future generations and it means a great deal to me that we are able to recognise this talent and give our customers the chance to vote for their favourite nominee."

The winner of the 2011 Lebara

The Lebara People's Choice nominees are

- Amir Khan - World Champion Boxer
- Frieda Pinto - Hollywood Actress
- Muttiah Muralitharan – Sri Lankan Cricket Legend
- Russell Peters – Stand-up Comic and Actor

people's Choice Award will be announced at the glittering Asian Awards ceremony at The Grosvenor House, Park Lane, London, 18th October 2011. Hosted by Lord Sebastian Coe, 1000 of the most influential and important leaders from the Asian diaspora around the world will attend the Awards which promises to be a spectacular event.

The Asian Awards were an am-

bitious idea conceived by Paul Sagoo, entrepreneur and founder of Lemon Group, and realised by co-founder Caroline Jackson Levy, Managing Director of UBM Awards. "Our goal was to celebrate the highest calibre of individuals from the Asian community across all spheres of activity," said Sagoo. "Last year's

inaugural event was a spectacular, and set the bar high for 2011. This year, we will take

it a notch higher," added Jackson Levy.

Tickets are selling fast so call +44 (0)20 7234 8732 or visit www.theasianawards.com for the opportunity to celebrate Asian Excellence and network with the world's most inspiring Asian stars in business, music, sport, the arts, science and cinema.





THE
ASIAN AWARDS

HONOURING ASIAN EXCELLENCE

IN PARTNERSHIP WITH



Join global political leaders, sporting stars, music legends,
business tycoons and Bollywood celebrities
for the ultimate celebration of Asian Excellence.

18th October 2011, Grosvenor House Hotel, Park Lane, London

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or visit www.theasianawards.com





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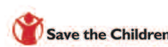
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