

# Press Release

Nottingham, UK  
12 December 2007

## Serif of Nottingham meets the Sheriff of Nottingham

### 20th Anniversary Charity Gala and Awards Ceremony raises £4000 for local charity

Serif (Europe) Ltd was delighted to be joined by the Sheriff of Nottingham, Councillor Jeannie Packer, at its 20th Anniversary Charity Gala and Awards Ceremony held in the ballroom at Nottingham's Council House.

The black tie event was funded by the company and raised a total of £4000 for the local Charity "When You Wish Upon A Star".

Monies were raised by sales of tickets to staff and guests linked to a prize draw held on the night. Money also came from a department that contributed its Christmas card budget after sending e-cards instead, and Serif itself added a further contribution to bring it to the grand total raised.

Serif is grateful to Nottingham City Council for allowing it to host the event at the Council House and to the Sheriff and Sheriff's Consort for being the evening's special guests. In addition the company wants to thank some of its key suppliers and other local businesses who donated prizes and helped in other ways, in particular, Neartone Colour Printers, Mail and Print Direct, ESP Color Limited and Clear Sound and Vision Limited

Serif's staff were greeted with a champagne reception followed by a three course dinner, an awards ceremony, a prize draw and then entertainment from the soul band Planet Groove.

The Sheriff congratulated the company on it's achievements and welcomed guests to the Council House, joking that she had never realised that she was only two letters away from being named after an award-winning software company.

The evening saw several key awards presented to employees for Leadership, Best Newcomer,

Department of the Year and Best Project of the Year. In addition, awards were presented to Hiren Parekh and Matt Priestly for Employee of the Year in the sales and non-sales areas of the business, respectively. And Colin Hussey, the company's Educational Sales Business Manager was presented with a Lifetime Achievement award for his work in getting Serif software endorsed by examination boards and used by teachers and pupils in over a thousand schools and colleges across the country.

"It was a fantastic evening and I now know that we have not only some of the brightest employees in Nottingham, but also some of the most elegant and glamorous!" said Gary Bates, Serif's Managing Director, after the black tie event. "We had great fun celebrating individual and team achievements in the company of the Sheriff of Nottingham and I am delighted that we smashed the target of how much we were aiming to raise for charity."

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## Notes to Editors

### Press Enquiries

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### About Serif

Serif is the publisher of the award-winning software range that includes **PagePlus**, **PhotoPlus**, **DrawPlus**, **WebPlus**, **ImpactPlus**, **AlbumPlus**, **MoviePlus** and more. Founded in 1987 with the aim to develop low-cost alternatives to high-end publishing and graphics packages, Serif has been repeatedly praised for its powerful yet easy-to-use software which has put professional effects and demanding publishing tasks within the reach of ordinary PC users around the world. Now with over 2 million customers worldwide, Serif has 250 employees at its head office, development and European sales centre in Nottingham, UK and its North American sales operation in New Hampshire, US.

### About When You Wish Upon A Star

When You Wish Upon A Star is a charity that aims to grant the 'wishes' of children suffering from a life threatening illness, from the age of 2 to 16 in order to support them through the trauma of diagnosis, treatment, long hospital stays, separation from loved ones and the battle to try and defeat their terrible illness.

## Notes to Editors

### About the Sheriff of Nottingham – Councillor Jeannie Packer

The Sheriff of Nottingham was historically the office responsible for enforcing law and order in Nottingham. The position has existed since the 15th century and nowadays is largely ambassadorial and ceremonial, promoting the city in tourism and business.

Councillor Jeannie Packer, the fifth female Sheriff of Nottingham, was sworn in during May 2006. Jeannie has been a supporter of the Labour Party since 1994 and was elected as a Councillor for Bestwood Ward in 2003. She believes the most rewarding part of being a Councillor is being able to serve people, and has been the Labour Group Secretary since 2003 serving on the Licensing Committee, Health Scrutiny Standing Panel, Children & Young People's Panel and the Local Access Forum, she has also been Chair of Area Two Committee since becoming a Councillor. As a committed ambassador for Nottingham, Jeannie works hard to promote Nottingham's historic associations and links with the legends of Robin Hood.



The Sheriff of Nottingham, Councillor Jeannie Packer, greets the Serif team at Nottingham Council House