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Pride Of Manchester Awards 2009-10 Shortlists Announced

Manchester, Thursday 18th February 2010

The shortlists for this year's Pride Of Manchester Awards have been announced, with the cream of the city's restaurants, bars, theatres and hotels joining the best Mancunian musicians, authors and movie makers to battle it out for one of the coveted titles.

With over 56,000 members of the Pride Of Manchester group of websites invited to cast their nominations for the best the city had to offer in 2009, the sheer volume of votes makes the awards one of the biggest competitions in the region.

The Pride Of Manchester Awards were set up in 2007 as the antithesis of other such accolades, which the ten year old website had sponsored or attended in the past. With no pre-selected shortlists for members to vote from and, in keeping with the informal fanzine-style of Pride Of Manchester's original roots, no glitzy awards evening from which those who decide the outcome of the awards are excluded.

With previous winners including Michael Caines at Abode (Best Restaurant), Elbow (Best Album), Odd (Best Bar), and Tom Buckley (last year's Mancunian of the Year), the awards are also seen as being amongst the most reflective of life in the rock'n'goal capital of the world.

As well as the prestigious Mancunian Of The Year Award, the shortlists have also been announced for the best restaurants, bars, pubs, hotels, theatre, books, music, comedy, movie and cocktails, amongst others.

The full list can be found at www.PrideOfManchester.com/awards/2009.htm with the results being announced on March 15th 2010.

About Pride Of Manchester

Set up as an online fanzine to celebrate life in the rock'n'goal capital of the world in 1999, Pride Of Manchester has grown to become Manchester's biggest what's on guide, encompassing the city's biggest restaurant, bar, theatre and comedy websites – enjoying over 4.5 million readers in 2009 and selling over 400,000 tickets, 30,000 hotel rooms and 13,000 online table reservations in the process.

The Pride Of Manchester group includes, amongst many other websites, Restaurants Of Manchester, ManchesterBars.com, ManchesterTheatres.com and Manchester Comedy Guide.

About the Pride Of Manchester Awards

Outspoken CEO Neil Jones explains...

"We had grown tired of the sheer number of awards that we had either sponsored, been asked to sponsor, or had attended – the vast majority of which the results had us squirming in disapproval.

"With virtually every establishment in town being nominated for prizes as crazy as 'Best Use Of Asparagus in a Dish' or 'Best Goose Pillows in town', the obvious intention at many of these was to sell very expensive tables to as many nominees as possible for an awards evening hosted by a C-list celeb.

"On top of that, even with the more high profile awards, the average person on the street would be blissfully unaware of who had won what - the cost of buying a trophy cabinet costing the winner more than any income the additional custom the title would bring in.

"Of course, I'm exaggerating, but we felt that having the all year round presence our online guides have we could educate our vast readership better as to the more reflective 'best' in Manchester - the onus being on rewarding the most worthy winners rather on selling tickets for a swanky bash. And so the Pride Of Manchester Awards were born."

Facts & Figures...

- Pride Of Manchester's Manchester sites enjoyed 4.5 million readers in 2009
- There are now 56,000 approved members of Pride Of Manchester
- 3,144 members submitted votes in the Pride Of Manchester Awards
- A further 3,546 votes were cast throughout 2009 by the 570,000 readers of ManchesterBars.com
- and 1,800 reviews submitted by the 770,000 readers of Restaurants Of Manchester
- Hotels Of Manchester sold over 13,000 hotel rooms in Manchester in 2009, each customer being invited to submit a review after their departure
- Pride Of Manchester's What's On Guide & ManchesterTheatres.com sold over 400,000 tickets in 2009
- Restaurants Of Manchester & ManchesterRestaurants.com sold over 13,000 online table bookings to its featured restaurants in 2009
- The Pride Of Manchester group of websites remains top of Google for most key Manchester what's on, restaurant, bar and theatre searches

Results of all the Pride Of Manchester Awards will be announced on 15h March 2010

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