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WWF-UK blog site scoops finalist spot at digital awards

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WWF-UK has been named as one of ten organisation finalists for the UK Blog

Awards for their informative and educational blog. A record-breaking 42,000 public votes were cast to shortlist the 2,000 entrants of 2015's

awards.

The UK Blog Awards taking place on Friday 21 April 2015 at the The Montcalm, Marble Arch,

London, celebrate organisation and individual talent across 12 industry categories and 2 sub-categories commending young and innovative bloggers.

Blog editor, Duncan Mizen, said: "Since we launched the blog in 2011, the platform has gone from strength to strength."

"As I'm responsible for the blog site here at WWF-UK, being shortlisted is a great achievement."

"As an organisation and a charity, it's really important that we're involved with the UK Blog Awards, as they give recognition to all our great bloggers who have an amazing story to tell."

"With all the successes we've had with our blog site this year, we're certainly hoping we can match or improve on last year's award. We've certainly got our fingers crossed."

WWF will now face an expert panel of judges, including Lynne Slowey, Group Head of Digital Content at Thomas Cook and Serena Guen, Editor in Chief of Suitcase Magazine, to determine whether they will scoop the overall title of blog of the year in their category.

Gemma Pears, founder and director of the UK Blog Awards, said: "Blogging is growing increasingly important in the UK; it's a great way to position yourself as an expert in your field, to build you credibility, as well as being able to showcase your knowledge, whether you're blogging as an industry professional or simply because you love to write."



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"This year's voting process has been staggering and the amount of enthusiasm we have received for the 2015 awards has been overwhelming, but is a true reflection of the importance of blogging for companies, individuals and freelancers across the UK. "Blogging is such a demanding job and, or hobby, why should people and businesses not be awarded for their hard work?"

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