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Chester-based student scoops finalist spot at UK's most prestigious digital awards

Chester-based student scoops finalist spot at UK's most prestigious digital awards. Lindsay Benson nominated for UK Blog Awards A University of Chester student scooped two finalist spots at 2015's most prestigious digital awards.

Lindsay Benson, 25, has been named a finalist in the Young Person Recognition category for the UK Blog Awards for her blog, Lean Bean Nutrition.

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 at the Montcalm, Marble Arch on Friday, April 17 - celebrate company and individual talent across 12 industry categories including health, travel and automotive and two sub-categories commending young and innovative bloggers.

Lindsay, a nutrition and dietetics student, said: "I was over the moon to be nominated for the UK National Blog Awards. Being nominated has highlighted to me the impact that my blog is having.

"I aim to motivate and inspire individuals to start their own journeys to a healthier active lifestyle, proving that healthy eating doesn't have to be boring. Simple recipe modifications mean you can have your cake and eat it without feeling guilty.

"Doing well and being recognised for my achievements over the year that my blog has been live is truly humbling."

Lean Bean Nutrition will now face an expert panel of judges, including Mike Ruffles, content and social media manager at Virgin StartUp and Christopher Walkey, CEO of Marketme.co.uk, to determine whether it will scoop the overall title of Young Person Recognition Blog winner.

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 your 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.

"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



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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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