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## NEWS

## Dorset's Coupon Queen who quit job to become 'extreme couponer' rewarded at UK Blog Awards

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Last updated

by [Tara Cox](#), Reporter

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A YOUNG bargain hunter from Dorset has been awarded second place in one of 2015's most prestigious national digital awards.

In January Emma Mumford, 21, who lives in a village near [Dorchester](#), was named as a finalist in the Young Person Recognition and Retail and Fashion categories at this year's UK Blog Awards for her blog Extreme Couponing and Deals UK.

The self-professed 'Coupon Queen' left her job to become an 'extreme couponer' and turned her money saving hobby into a full-time job.

One year on, her devoted blog reviews products and provides daily deals and coupons and she has gathered a following of more than 110,000 people on her Facebook page.

At a glittering ceremony held at London's Montcalm Hotel on Friday night, Emma came second place and was ranked as 'highly commended' in the Young Persons category.

Emma said being awarded second place was a 'dream come true', and said she wasn't disappointed not to have scooped first place.

She added: "There were 48,000 votes in the entire awards and I was named second in the UK out of 10 finalists.

"It's mad to think that my blog and all my work over the last two years is award worthy and can help people at the same time; I'm absolutely over the moon.

"The eight month award process has been so stressful but incredibly worth it. It's personally rewarding not only to win an award, but to get my brand name out there which may help even more people.

"But none of this would be possible without my loyal followers, so thank you to everyone who voted and has confidence in my work."

Emma dedicates hours of each day finding money-off coupons and free gift vouchers.

At the height of her bargain hunting, she would spend just £5 on a weekly food shop worth £100.

Emma's blog faced an expert panel of judges to determine whether it would be placed in the shortlisted categories.

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.

"Blogging is such a demanding job, why should people and businesses not be awarded for their hard work?"

For more information about the awards visit [blogawardsuk.co.uk](http://blogawardsuk.co.uk).

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Coupon queen Emma Mumford, 21, who lives near Dorchester, at the Blog Awards 2015 ceremony in London. April 2015 (23573141)