Template Press Release 2025

STRICT EMBARGO: NOT TO BE PUBLISHED OR BROADCAST BEFORE 1AM TUESDAY 6TH MAY 2025

HEADLINE ABOUT [COMPANY NAME] HAS ACHIEVED A KING'S AWARD FOR ENTERPRISE

[company name] has been honoured with a King's Award for Enterprise for [award category here].

[Company name] is one of **197** organisations nationally to be recognised with a prestigious King's Award for Enterprise. Announced today (Tuesday 6 May), [Company name] has been recognised for its excellence in [award category - e.g. international trade]. A total of **199** Awards are made with two companies being recognised with two Awards.

Only for the 2025 recipient that has achieved two awards: [Company name] is one of only two companies to have achieved two King's Awards for Enterprise.

Employing [number of] people, [company name] was founded in [year] and [description of what organisation does].

[Quote from someone senior in the organisation - two to three sentences.]

The King's Awards for Enterprise, previously known as The Queen's Awards for Enterprise, were renamed in 2023 to reflect His Majesty The King's desire to continue the legacy of HM Queen Elizabeth II's by recognising outstanding UK businesses. The Award programme, now in its 59th year, is the most prestigious business award in the country, with successful businesses able to use the esteemed King's Awards Emblem for the next five years.

Applications for King's Awards for Enterprise 2026 open on 6th May 2025 For more information, visit https://www.gov.uk/kings-awards-for-enterprise.

Five tips for using social media to promote your Award

Whether it's Instagram, Twitter (X), Facebook, or LinkedIn, please find below some best practice for promoting your King's Award.

Tag the King's Awards Office in your post with the handle @TheKingsAwards, @biztradegovuk or by using the #KingsAwards hashtag.

Use the **#KingsAwards hashtag** to connect your post to the wider online discussion and make your posts easier to find.

Think about your audience. If you're using LinkedIn, longer thought pieces and videos are good ways of engaging your contacts and explaining what the award means for your organisation. Twitter (X) and Instagram might be a shorter snapshot, or Instagram reels, informing your community that you have been recognised with this prestigious award. You can also tag or request to collaborate with @thekingsawards account on Instagram.

Consider what images or graphics you can use to grab people's attention. If you'd like to use our digital assets such as infographics and banners, please use our Stakeholder Resources on your Recipients' Dashboard.

As a King's Awards for Enterprise recipient, we would expect you to use the Emblem to promote the fact that you have been recognised with this prestigious award. This would include on your products, on your social media, and in particular, on your website. **This is particularly important for our Sustainable Development and Promoting Opportunity recipients**; we would ask that you use the Emblem to celebrate the work that you are doing, which has led you to achieve the award. We would also expect you to highlight your approach to sustainability or social mobility on your website.

ANNEX 3: DRAFT ARTICLE FOR YOUR NEWSLETTER

About King's Awards for Enterprise

The King's Awards for Enterprise are the most prestigious business awards in the UK. The awards were first established in 1965 and since then over 8000 companies have achieved a King's Award. 2025 marks the third year of The King's Awards for Enterprise, reflecting His Majesty The King's desire to continue the legacy of HM Queen Elizabeth II's by recognising outstanding UK businesses.

The awards celebrate the success of exciting and innovative businesses which are leading the way with pioneering products or services, delivering impressive social mobility programmes, or showing their commitment to excellent sustainable development practices.

This year **197** businesses have been recognised for their contribution to International Trade, Innovation, Sustainable Development and Promoting Opportunity (through Social Mobility). A total of **199** Awards are made with two companies being recognised with two Awards.

Only for the 2025 recipient that has achieved two awards: [Company name] is one of only five companies to have achieved two King's Awards for Enterprise.

The King's Awards for Enterprise 2023 include:

- **116 Awards for International Trade**
- **46 Awards for Innovation**
- **27 Awards for Sustainable Development**
- **10 Awards for Promoting Opportunity (through social mobility)**

The King's Awards for Enterprise 2026 open for applications on 6th May and close 9th September 2025. Almost all UK businesses (including non-profit) can apply, and the application process is free. All applications must be made online, and organisations may apply for more than one category. All entry forms, eligibility criteria and information on how to apply is available on https://www.gov.uk/kings-awards-for-enterprise/how-to-apply.