



Allied Irish Bank (GB) announces sponsorship of new LAMDA Awards

31st October 2002

Allied Irish Bank (GB) announces its sponsorship of a new LAMDA (London Academy for Music and Dramatic Arts) award scheme - LAMDA Examinations and Allied Irish Bank (GB) Awards in Communication and Performance

Officially launched on 31 October, at the MacOwan Theatre, West Kensington, London, the sponsorship adds a new dimension to LAMDA's current Communication and Performance Awards by offering a prize to encourage young talent of the future.

Aidan McKeon, Chief Executive at Allied Irish Bank (GB) said, "We are delighted to be partnering LAMDA and supporting the great work they do with schools. Encouraging communications with our customers to help build strong relationships is central to what we do."

"The importance of strong communication skills for our employees is key. We hope our support will inspire young people to further develop their communication skills - an essential life skill in today's world."

Catherine Weate, Head of Examinations at LAMDA said, "The support from Allied Irish Bank (GB) of these awards provides a real boost for nurturing talent. It is a great example of how businesses and the arts can work together for mutual benefit and we look forward to a long and fruitful relationship them."

Actress and director, Janet Suzman, was present to mark the inauguration of the new awards. A former LAMDA Drama School alumna, Janet congratulated Allied Irish Bank (GB) on supporting the arts and young people through their sponsorship.

The LAMDA Examinations and Allied Irish Bank (GB) Awards in Communication and Performance comprise four levels – Foundation, Junior, Intermediate and Advanced. All UK and Irish entrants will be analysed at the end of the year. The five top candidates at each level will be invited to London for a day of competition in September 2003. Two Junior winners will receive £50 each, Foundation £100 each, Intermediate £250 each and Advanced winners £500 each.

About LAMDA

The London Academy of Music and Dramatic Art is the largest Speech and Drama board in the UK. The examinations also cover Europe, the Far East, the Middle East, Africa and the United States. LAMDA delivers in excess of 60,000 examinations each year worldwide. Examinations are evaluated by experts in education, acting and communication.

The LAMDA Drama School is one of the oldest drama schools in the world dating back to 1861. Graduates are generally recognised as among the leading theatre practitioners anywhere. Recent

awards won by LAMDA alumni include; Chewitel Ejiofor – outstanding newcomer Evening Standard Awards, Victoria Hamilton – TMA Best Actress Award, Patricia Hodge – Best Supporting Actress Olivier Awards, David Oyelowo – Ian Charleston Award