



## Pounds to Pocket Shortlisted for Top Industry Award

- Over 133 finalists competing across 22 categories
- Glittering awards dinner to take place on 9 May 2013 at Grosvenor House

**London, England (21 March 2013)** - Pounds to Pocket, one of the UK's leading personal loan providers, has been shortlisted in the category of 'Alternative Lender of the Year – Consumer,' in one of the most coveted awards events in the industry—the Credit Today Awards 2013.

The event, now in its 14th year, recognises achievements from across the credit industry. Competing against four other entries in this category, including brands such as The Funding Corporation and Amigo Loans, Pounds to Pocket is hopeful to emerge triumphant on the night.

This nomination comes on the back of a recently launched 'Don't be Alienated' TV campaign from Pounds to Pocket, debuting a space alien family, and calling on customers not to feel 'alienated' if they have experienced difficulty in securing a loan through a mainstream provider.

The purpose of the adverts is to communicate key aspects of the business, such as the straightforward online application process, manageable monthly payments, transparent terms and lack of hidden fees.

Rachel Clark, head of Marketing for Pounds to Pocket said, "We are delighted to have been shortlisted for this award by Credit Today. The levels of entries are of an incredibly high standard and we are honoured to have been selected for our best practice and professional excellence within the industry. Pounds to Pocket was created to offer consumers a trusted alternative to banks and more traditional sources of credit. This night is the culmination of a lot of hard work and we are honoured to be included."

[Click here](#) for a full list of finalists.

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**About Pounds to Pocket:** Pounds to Pocket is one of the UK's leading personal loan providers, offering online unsecured loans of up to £2,000 spread over a manageable repayment schedule.

For more information, please visit <http://www.poundstopocket.co.uk>.