

## VEENA V WINS 4TALENT AWARD

**Veena V wins 'Best Radio Presenter' at Channel 4's 4Talent Awards, being the youngest nominee and only female in her category.**

Popular British Asian radio presenter **Veena V** has won at **The 4Talent Awards 2008**. The 4Talent Awards recognise the UK's most exciting young creative talent and is part of Channel 4's drive to act as talent spotters for the people who'll be providing Channel 4, E4, More4, Film4, 4Radio and channel4.com with original, challenging, ground-breaking, risk-taking, intelligent and entertaining content in the future.

*"I have always dreamed about winning an award for something I feel so passionately about. Being recognised by industry professionals for my radio presenting talent is a major achievement for me and I really can't believe I won. I'm still in shock! I want to thank everyone who has believed in and supported me, it really does mean a lot" said Veena.*

Ex **ClubAsia** radio presenter Veena started her career in radio at the age of 15. She was picked to be one of the last 22 contestants out of thousands in London's **95.8 Capital FM** radio star contest, where the winner was given the opportunity to present their own show on the station. Having missed out on that award, she has made up for it by **winning 4Talent's Best Radio Presenter award** and is now looking forward to developing her career in the UK media industry. Ironically Veena has always been known as a presenter who recognises the freshest unsigned talent on her shows and in return she has now been recognised by some of the media industry's top professionals.

**"Veena's demo reel was well produced and showcased her fiery personality and presentation style. Her strong sense of self was an asset that was very Channel 4 sounding. It was this authentic and unadulterated presentation style which made her entry stand out." say judges Sam Steele, Head of E4 Radio and Chris North, Head of Talent at Wise Buddah.**

At the tender age of just **21 years old**, Veena V has already interviewed some of the biggest names in the contemporary music industry such as **The Pussycat Dolls, Gym Class Heroes** and **Jay Sean**. After winning at the 4Talent Awards, she is now preparing to establish herself in the competitive world of broadcast journalism and, with the support of Channel 4 and 4Talent, will be able to discover new platforms with which to develop and showcase her presenting talent in the years to come.

---END---

Veena V will feature in the next edition of the 4Talent Magazine and will pick up her award from Channel 4 at a private ceremony in the coming weeks. For exclusive pictures from Veena's 4Talent photo shoot log onto [www.veenav.com](http://www.veenav.com).