

The Apprentice - More tales from the boardroom

26 July 2007

The final four candidates from Series Three of the hit BBC show **The Apprentice** were reunited on **Wednesday 25 July 2007** for a sell-out evening in aid of Norwood, a leading UK charity for children and families. This year's winner **Simon Ambrose** and fellow finalist **Kristina Grimes** were joined by **Tre Azam**, **Katie Hopkins** and the show's Executive Producer **Michele Kurland**.

The evening, hosted by former BBC News presenter **Emma Howard**, took place at the offices of **Allen and Overy LLP**. More than **300 guests** attended, raising over **£22,000** for Norwood, in support of their vital work with children and families living with disability or coping with social difficulties. This event, organised by Norwood's Enterprise Committee, was kindly supported by Allen & Overy LLP, Cobra Beer, BDO Stoy Hayward and Bank Hapoalim.

Following a drinks and canapés reception, each of the panellists gave their own take on what it was like being involved in the toughest recruitment drive on TV, before being inundated with questions from an excited audience. When asked whether creative editing had given viewers a warped perception of what the characters were really like, **Kristina** replied: "How you saw me is how I am. I watched the episodes, and each of the candidates came across exactly as I saw them during the filming."

In response to a question about whether the candidates had a game plan, **Simon** said: "I did my research. I admit that I was an Apprentice geek who religiously studied every single episode of Series One and Two. I may have come across as a bumbling young twerp at times, but that was a card I played. Underneath I was being shrewd." **Katie** responded firmly to a number of forthright questions about her personal life by saying: "I have more skeletons in my closet than the Natural History Museum but I don't regret anything."

The evening was rounded off by a charity auction, during which the panel, as a surprise task, took turns at playing auctioneer. Among the fabulous prizes on offer were a day of sports car racing, a year's supply of Cobra beer and a dinner for two at a luxury restaurant. Simon managed to raise an extra few hundred pounds by treating the audience to some of his trademark dancing, but it was Kristina who won the task, demonstrating impressive sales technique to sell three lots for more than £2,000. Tre came a close second, a mere £50 behind. At the end of the evening, the guest panellists mingled with the audience, signing autographs and answering questions. Each of them expressed their delight at being part of such a successful charity event.

Simon Ambrose said: "I'm really happy to be involved with such a wonderful charity as Norwood, which puts children and families at the heart of its work. I really enjoyed the auction and am happy that we raised so much money." **Katie Hopkins said:** "Even pantomime villains have a softer side. Having two children of my own, Poppy and India, I'm delighted to be associated with Norwood, a charity that works to improve the lives of children." **Kristina Grimes added:** "It's been a great evening. I've had so much fun. I think it's really important to give something back, and by supporting Norwood tonight we are giving to the people who deserve it." **Tre Azam added:** "Anything for children. If I can use my celebrity status to do good, what better use can I have?"

Michelle Lassman, Norwood's Community Fundraiser, said: "It's been a brilliant night and the audience certainly got value for money. I'd like to thank our panellists for their entertaining contribution and the Enterprise Committee for all their hard work. The money raised will support the most vulnerable children and families in our community."

[Click here to view photos from the evening...](#)

For further information please contact David Wosner, Public Relations Officer at Norwood on 020 8420 6942 or email david.wosner@norwood.org.uk

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For more information or to register your interest for any of these events please contact

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