

NEWS RELEASE, 15 MAY 2014

Victory tastes sweet for Blogger of the Year 2014

Baking power has whisked Emine Hassan to victory in London Met Journalism's Blogger of the Year competition 2014, in association with Channel 4 News.

Emine, or 'M' as she is affectionately known, rose to the occasion with her 'MBAKES' blog, a celebration of all things cake.

The third year BA Journalism student, 21, beat off challenges from across all three years to clinch the title. Emine wins a visit to the Channel 4 newsroom and her blog showcased on Channel 4 News' twitter feed and tumblr.

Channel 4 News Head of Online Anna Doble judged entries together with Senior Lecturer Simon Cadman, who organised the competition.

Anna said: "MBAKES is a really good read, drizzled with light-touch humour, sumptuous photography and the most important ingredient in any specialist blog, honest passion for the subject.

"Emine is a self-professed sugar and chocolate fiend who shares her culinary adventures in great detail, without it ever feeling heavy going. We get glimpses into her domestic life, which are entertaining and amusing. The whole thing hangs together really well and should inspire us all to get baking once in a while."

Delighted Emine said: "I'm shocked at the positive impact writing about cake can have and equally extremely grateful. Thank you, thank you, thank you!"

Simon set up the competition as an incentive for BA Journalism students to keep their blogs fresh and active. He said: "Blogging is a vital part of today's multi-platform journalism and we encourage our students to find their niche, develop their voice and consolidate their online presence.

"Entries were strong from journalism students who are also studying Fashion Marketing. But huge congratulations to Emine for cooking up a blog of outstanding quality."

-Ends-

Notes to editors:

See Emine's blog at: <http://www.mbakes.com/>

For more information:

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