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Euronics Champions British Talent at the 2026 TRIC Awards

Euronics has marked its fifth consecutive year supporting the Television and Radio Industries Club (TRIC) Awards as title sponsor, celebrating the very best in British television, radio and digital media at the 2026 ceremony. Hosted at Grosvenor House, London, on the 23rd June, Euronics sponsored the ‘Sports Presenter of the Year’ category, awarded to Clare Balding, with an all-female shortlist including Alex Scott, Gabby Logan and Laura Woods.

As a not-for-profit organisation, the TRIC Awards combines recognition of the people shaping the entertainment industry in the UK, with raising life-changing funds for important charitable causes. This year, the chosen charities are Refuge, the UK’s largest specialist domestic abuse organisation and Bright Young Dreams, which supports children’s mental health services on behalf of Sheffield Children’s Hospital Charity.

Commenting on the partnership, Harry Kyriacou, CEO of Combined Independents (Holdings) Ltd (CIH), the electrical buying group that is part of Euronics, Europe’s largest buying group, said: “Continuing our support of the TRIC Awards reflects the importance we place on culturally significant moments that resonate with national audiences, as well as our network of Euronics agents and their communities. Sponsoring the ‘Sports Presenter of the Year’ category aligns perfectly with our ongoing commitment to supporting women’s football at all levels across the UK. We’re equally proud to be partnering with an event that delivers meaningful impact beyond the industry itself, driving positive change through its chosen charities, Refuge and Bright Young Dreams, whose work has a lasting impact on people’s lives and wellbeing.”

Charlotte Graham-Cumming, Chair of TRIC, added: “TRIC has been part of the broadcasting landscape since 1931, and we introduced our awards in 1969 to shine a light on the very best of British television and radio. Now in our 56th year, we’re proud to continue celebrating excellence in entertainment across 15 categories. Support from partners like Euronics is incredibly important – not just in helping us deliver the event, but in enabling us to raise vital funds for charities that make a real difference.”

Euronics’ partnership with TRIC reflects its broader commitment to supporting women’s sport, alongside its involvement in initiatives including the UEFA Women’s Champions League and UEFA Women’s Euro 2029. Through its network of independent retailers, Euronics continues to foster strong connections within communities across the UK high street, championing opportunity and representation within sport from grassroots through to the professional game and aligning closely with TRIC’s mission to celebrate talent and drive positive impact through entertainment and partnership.

To find out more about Euronics, visit www.euronics.co.uk, and visit the Euronics UK (CIH) social channels for highlights of the award day.

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About CIH:

Combined Independents (Holdings) Ltd (CIH) is an electrical buying group, part of Euronics, Europe's largest electrical buying group, which operates in over 30 countries with an annual turnover of €25.3 billion. With around 430 members and approximately 600+ stores across the UK, CIH provides a range of services and benefits to support independent electrical retailers, alongside exclusive product ranges not available elsewhere on the high street or online. More information at www.euronics.co.uk.

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