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A FLASH OF CATWALK COLOUR FOR ANY BOARDROOM

Planning, productivity and prowess now comes in a red package with the launch of a new personal organiser designed for modern businesswomen.

'The Dream PA' personal organiser is a fashion led leather bound planner embossed with a stylish girl logo and adds a dash of colour to any business meeting. Who says planning has to be boring? This 'Busy Book' is a loose leaf personal organiser and reflects a stylish and practical way for the modern woman to schedule her activities.

Created by businesswoman and former London College of Fashion Graduate Nadine Hill, the planner appeals to the super organised. At A5 size it is large enough to cope with a demanding work and social schedule whilst the elegant 'girl' motif says the owner has flair and personality. The owner of this organiser is both savvy and fun!

The Dream PA is the name of a boutique Virtual Assistance firm based in Yorkshire, and the girl logo is the identity of the brand. The company formed in early 2005 to assist entrepreneurs and small businesses with PA services, and quickly grew to serve clients across the globe. The name now stands for efficiency, pride in a job well done, individuality and time management.

Managing Director of The Dream PA Nadine Hill says:

"I was frustrated with all the black organisers on the shop floor and wanted something that reflected my individuality whilst being spacious enough to handle my busy life. The Dream PA stands for effective time management so I created this 'Busy Book' to keep track of my many appointments and roles. I use the planner to organise me, my business and my young family!"

The Dream PA 'Busy Book' has a smooth stitched red leather cover and operates with a standard 6 ring mechanism. Perfect for everyday use, the A5 executive organiser features a pen holder, storage pocket and credit / business card holders, week to view diary and retails at £39.99.

The Dream PA, The Barn, Manor Lodge, The Grove, Normanton, West Yorkshire, WF6 1AE
Tel: 01924 899667

enquiries@thedreampa.co.uk

www.dontlosebusiness.co.uk

www.thedreampa.co.uk



To make a purchase or for more information, visit www.thedreampa.co.uk/thebusybook.html

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NOTES TO EDITORS:

- The Dream PA is a boutique Virtual Assistance business based in West Yorkshire, UK.
- The business serves small business clients across the UK and Internationally (Australia and USA) with PA and Virtual Receptionist services.
- The Dream PA spinoff product line launches with the exclusive Personal Organiser and will expand in 2009/2010 to include mobile phone charms, designer mugs and fashion key chains.
- Nadine Hill of The Dream PA is the author of 'The Virtual Assistant Handbook', the UK's first 'how to' book about the Virtual Assistance industry which will be published by Lean Marketing Press in Summer 2009 and sold on Amazon.
- Nadine Hill graduated from the University of the Arts, London (London College of Fashion) in 1995 with a Higher National Diploma in Fashion Journalism and Promotion.

FOR FURTHER INFORMATION PLEASE CONTACT:

Nadine Hill, Managing Director, The Dream PA.

Tel; 01924 899667

Mobile; 07920 522372

Email; enquiries@thedreampa.co.uk