



EDIA RELEASE

Purple Prose

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LIGHTS, CAMERA.... AND PLENTY OF ACTION!

The Award-Winning "Leading Ladies" Returns...

In 1998, Angela Baker and a group of fellow WI members decided to create an alternative WI calendar to raise money in memory of Angela's husband John, who passed away in July that year.

The project attracted much hype and was later the subject of the film 'Calendar Girls' starring Helen Mirren and Julie Walters. Ten years on, the initiative inspired a female entrepreneur in South Wales to launch her own business with a similar product.

Leading Ladies 2007 was launched at a champagne and canapé reception in October 2006 by Kerys Sheppard, founder of copywriting and production company, Purple Prose. The calendar featured ten businesswomen who were each made-over and photographed portraying well-known movie and music icons in aid of two local charities. Following on from the success of the inaugural Leading Ladies project, the calendar has made a much sought-after return for 2008.

Kerys said, "Last year's calendar was much more of a success than we'd anticipated and I was overwhelmed with the positive response it received. As well as being a launchpad for the business, it helped to raise hundreds of pounds for charity which was our main focus."

Earlier this year, the project received official praise when Purple Prose was awarded the title of Most Innovative Sole Trader at the 2007 HOVIP Awards. Kerys added, "Winning the award was a great feeling and made all the hard work worthwhile. The judges were very complimentary and heaped lots of praise on the calendar. I was asked at the time whether or not Leading Ladies would be returning for 2008; little did they know that production was already well underway by that point!"

Leading Ladies 2008 involves a different mix of twelve local businesswomen from a range of professions, including graphic designers, financial advisers and market researchers. Proceeds from the 1950's-themed calendar will be divided equally between the Gwent Business Womens Network and Cardiff Women's Aid.

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Kerys said, "I felt it was important to keep the Leading Ladies brand but to change the theme to keep the calendar fresh and interesting. I thought it would be fun to incorporate marketing messages from today into a theme of 1950's advertisements so we've mixed the old with the new and it works really well. Again, its something a bit different and reflects Purple Prose's individual approach to our work."

Karen McGrath of Cardiff-based Eventure UK Ltd has been a 'Leading Lady' for the past two years and says, "Whilst this annual calendar does help to promote our businesses, it's also important to remember the reason why we spend months working on this project every year – to raise money for charity. Being a Leading Lady is great fun and I hope everyone gives this calendar the support it deserves and places an order."

Leading Ladies 2008 retails at £10 per copy and are usually despatched within 48 hours. To order copies, please eMail Purple Prose (kerys@purpleprose.org.uk) or call 07944 248865.

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Media enquiries to Kerys Sheppard on 07944 248865 or eMail kerys@purpleprose.org.uk

Notes to Editors :

Purple Prose's ambition is :

"To incorporate clarity, creativity and character into writing and production services, giving a fresh, vibrant and modern approach to each individual project. To respond with focus and professionalism to the requirements of clients, who remain at the centre of creativity at all times."

Leading Ladies for 2008 are as follows :

January : Sharon Jenkins – Cardiff Women's Aid

February : Rose Bell – Zenith Print & Packaging

March : Annie O'Keefe - Celandine

April : Karen McGrath – Eventure UK Ltd

May : Kerry Williams – Kerry's Collections

June : Kerys Sheppard – Purple Prose

July : Tessa Perry – Tessa Perry Research

August : Stacy Reid – Storm UK

September : Lynne Orton – Business Network Wales

October : Carol Jones – Select Speakers Ltd

November : Sarah Hollyforde – WHE (UK) Ltd

December : Nicky Steiner – The Royal Hotel, Cardiff

Additional supporters of Leading Ladies 2007 include the following organisations :

- A-List Mobile Hair & Make-Up
- Arts Factory
- Carrick Design & Print
- Hire One
- Two Cool Photo
- Underwood Insurance Specialists