

Press Release - 2008



Go-Woman! was a part of three finalist at the PROWESS 2008 awards under the category of Press Award.

Go-Woman Ltd! consider that many more women (and perhaps men!) might start a business if someone just planted the seed of the thought of it in their minds, - and then helped them towards support to get their idea off the ground. To address this, the quarterly Go-Woman! magazine was launched in 2006.

Full of inspiring and useful information on starting and growing a business, it provides inspiration and support for micro to small sized women-owned businesses, and helps them access advice and further support to take their ideas forward. It also aims to enable ordinary businesswomen to become “extraordinary” by helping to raise their profile through its facility of affordable advertising.

Go-Woman! magazine aims to be a catalyst for women of all ages to begin the journey of discovery into the world of running a business, share best practice and provides access to the support, skills and resources that lead to the development of successful enterprises. Consequently, the creation of new jobs and the health, satisfaction and economic welfare of local economies and communities is what is really important.

The magazine, compact and easy to read, also inspires and provides answers to questions that women are too scared to ask or more often don't know where to access the information they need.

Through working with partners and associates to bring to the forefront, support available; for business startup and growth and, industry experts to answer those burning questions the magazine provides an all round one stop support. Go Woman! also features profiles of local women from within the region, to highlight the rich mix of talent in the West Midlands, and to inspire others, whilst at the same time raising their own profiles in the community.

The magazine covers dedicated themes from highlighting local and regional networks, bite-size I.T. courses, coaching, local initiatives and other issues associated with women owned businesses.

Go-Woman! magazine works with and promotes real, accessible, women, to highlight positive role models from within the region - women who *'dare to be different'*.