

For Immediate Release

P R E S S R E L E A S E

Mums Invited to Launch of ‘The Business Mum’s Journal’ Magazine Dorset Edition

On Saturday 6th March, Mothercare will be hosting the launch of the First Edition issue of the ‘Business Mum’s Journal’ magazine Dorset Edition. The launch will take place at the NEW Bournemouth Mothercare store Unit 1c, The Commerce Centre Redlands, Bournemouth, where mums are invited to come along between 11am and 4pm to pick up their **FREE** copy hot off the press!

The event has been organised by Networking Mummies (Dorset) Joanne Dewberry and Laura Morris who will be there handing out magazines along with a team of mums who already run home-based businesses, and some of whom will be featured in the magazine. Joanne explains,

“Mums will be able to not only collect their magazine, but also chat to the any of the mumpreneurs on hand who will answer questions and pass on their advice about running a business from home.”

The Dorset Edition contains success stories from established mumpreneurs, useful guidance articles, a handy business opportunity directory, mum-owned businesses, and a Q&A section with Duncan Bannatyne one of the original Dragon's and much more.

“The Business Mum’s Journal celebrates the success of the UK’s growing network of mumpreneurs who manage to juggle business with family life. This is the must have manual for mums either running or planning a business, and for those who have no intentions of taking the plunge, it simply makes a good read!” Laura adds.

The ‘Business Mum’s Journal’ Dorset Edition is a free publication and will be available at the point of sale from the 3 local Mothercare stores and many local family owned businesses. For further information, visit www.networkingmummiesdorset.co.uk email: mail@networkingmummiesdorset.co.uk.

*****ENDS*****

About Networking Mummies (Dorset)

Networking Mummies (Dorset) is run by duo Joanne Dewberry (www.charliemoos.co.uk) and Laura Morris (www.rentabuggy.co.uk) who noticed a gap in the local area for business support for mums. The group meets twice a month, an activity for the children and an evening guest speaker session. Since the group began in February 2009 they have grown to in excess of 150 members not only mothers but also fathers and small business owners in general. They have extended their list of events to include workshops, speed networking, a Fashion Show in March entirely made up of small local businesses. They are excited to be adding the Dorset Business Mums Journal to their list of achievements.

Joanne Dewberry, 29, mother to Charlie 2 and Megan 1, lives with partner David in Three Legged Cross. Also runs successful award winning party supplies company Charlie Moo's which specialises in handmade (by Joanne) fabric party bags Highly Commended MumsClub.co.uk PR Comp 2009, Winner of Future 100 Young Entrepreneur 2009, TGF Rated Gold Leaf Award Winner 2009.

Laura Morris, 28, mother to Ashleigh 3. from Charminster also runs www.rentabuggy.co.uk

which rents out top of the range buggies on a monthly basis. Laura has just been shortlisted as a Finalist for a Women On Their Way awards for the 'Start Up' Category, where she will find out if she is a winner on the 19th March. Finalist in the BT Business Grant Competition 2009

For information, photo's and interviews contact:

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Tel: 01202 825 004

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PRESS INVITATION

Mothercare to Host Launch of 'The Business Mum's Journal' **Magazine Dorset Edition**

From March 6th, Mothercare will be distributing the 'The Business Mum's Journal' magazine from 3 Mothercare outlets throughout Dorset and Hampshire.

Photographers and reporters are invited to attend the launch of the magazine's Spring issue:

Date: Saturday 6th March 2010

Where: Unit 1c, The Commerce Centre Redlands, Bournemouth, Dorset BH12 1DN

Time: 11am - 4pm

Mothercare's support of the magazine means that Dorset based mums will be able to pick up their **FREE** copy of the magazine from most of the Dorset stores. This is the First Dorset Edition issue of the magazine contains success stories from established mumpreneurs, useful articles for mums in business or mums thinking about starting a business, a handy directory of businesses opportunities, Duncan Bannatyne Q&A and much more.

The launch, organised by Networking Mummies (Dorset) – Joanne Dewberry and Laura Morris, will also be attended by several mums running businesses including some who are featured in the magazine. These mumpreneurs will be on hand to give out magazines, answer questions and to pass on their valuable advice.

*****ENDS*****

For information, photo's and interviews contact:

Joanne Dewberry

info@charliemoos.co.uk

Tel: 01202 825 004

DISTRIBUTION LIST

After the launch on the 6th March, The Business Mum's Journal will be freely available at the following Mothercare stores:

- **Mothercare Bournemouth** - Unit 1C, The Commerce Centre, Redlands, Bournemouth, Dorset, BH12 1DN
- **Mothercare Southampton** - Unit 6 West Quay RP, Harbour Parade, Southampton, SO15 1BA
- **Mothercare Poole** - High Street, Poole, Dorset, BH15 1BA
- **Ollie's Closet** - Cardigan Road, Winton, Bournemouth
- **Charlie Moo's** - Three Legged Cross, Dorset (info@charliemoos.co.uk)
- **Rentabuggy** - Charminster, Bournemouth (mail@rentabuggy.co.uk)
- **Sarah Gifford** - Verwood, Dorset (sgifford@tiscali.co.uk)
- **Topsy-Turvy Childcare** - 3 Hurst Rd, Ringwood, Hampshire BH24 1AX
- **Step By Step Coaching** - 58 Keyes Road, Bridemary, Gosport, Hampshire, PO13 0JA
- **Annie Green** - Alesford, Hants
- **Heather Smith Musical Steps** - Classes in Bournemouth and Christchurch (MusicalSteps.Heather@ntlworld.com)
- **Happy Kids Shop** - 93 Commercial Road, Ashley Cross, Poole
- **Jo Gleeson** - Forever Living, Kings Worthy, Hampshire (j.gleeson65@btinternet.com)
- **McClure Photography** - Bearwood, info@mcclurephotography.co.uk

This is not the whole list. Thank you