

Press Release

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THERE'S MORE TO LIFE THAN SHOES

Inspiration Nation Winners Announced
Winners announced from UK wide competition to find inspirational women and celebrate their personal and professional achievements

Inspiration Nation, a competition designed to celebrate women across the UK who have achieved great things, thus inspiring others to make their dreams happen, has found its winners.

Many congratulations go to the overall winner **Jan Rutter** for her inspirational story about fighting breast cancer and creating the support network business.cancerbuddies.org.uk.

"I was thrilled my daughter nominated me for the competition, and over the moon that we won - I had tears in my eyes when I found out!"

"Coming through my illness was a life changing experience for me. It inspired me and gave me confidence. I wanted to give something back, and I believe the reason I got through it was to start Cancer Buddies Network and help other people. I'm so passionate about it, it means everything to me." Jan Rutter.



Jan Rutter, Winner of Inspiration Nation 2007

The creators of Inspiration Nation Emily Cleaver and Nadia Finer were blown away by the inspirational stories of the women who entered.

"There were so many stories of courage; determination, passion and self-belief, it was truly humbling," says Nadia.

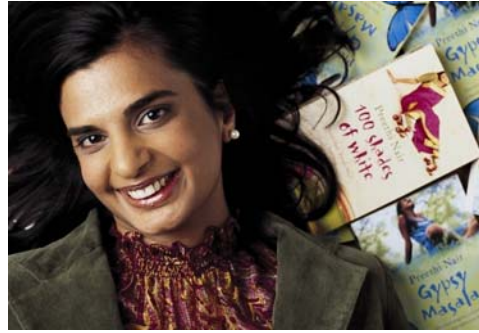
According to the judges, the decision wasn't easy,



"Judging the 'Inspiration Nation' awards was really difficult. Each entry was an inspiration in itself and the competition was incredibly close. I was bowled over. What a wonderful bunch of women! However, one woman stood out; Jan. She went through a horrendous personal ordeal but she didn't just sit back and feel sorry for herself. She did something amazing and it changed not only her life, but also the lives of many others," Mandy Haberman, Inventor, Entrepreneur and judge.

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"Jan's story is very personal to me; my mum went through a similar thing. It's incredibly inspirational that Jan has found such energy and courage following her battle with cancer."
Preethi Nair, Author and judge.



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Runners up include Kirsty Joly, for her inspiring career path from accountant to wing-walker to chocolatier; Angie Gough who works with people with learning disabilities in her own business, Share the Feeling, designing and selling stationery; Johanne Edington, who bravely got out of a violent relationship to bring up her daughter in a safe environment; Moira McCombe, who selflessly helps people on benefits, students and asylum seekers build their confidence; Gaynor Reynolds, who is her daughters' rock through tough times trying for a family.

To read the full, moving stories of the winner and runners up of **Inspiration Nation**, go to www.theresmoretolifethanshoes.com.

The competition was open to **all** women with an inspirational story. The overall winner and three friends can now enjoy the fantastic style party worth £500.00, courtesy of www.flairstyle.co.uk. The prize includes: a style consultation, fashion directions for spring /summer, wardrobe edit and a make up session. The top five winners will also get their story featured on the website.

The competition was designed by Emily and Nadia, founders of online female support and communicative group, www.theresmoretolifethanshoes.com. It was created to recognise the achievements of women, who deserve be celebrated and also to inspire other women to get out there and go for it. Having interviewed many women for their website, they realised women from all walks of life were rarely celebrated for their achievements or simply, for who they are. The aim is to give women the chance to shout about their successes and feel good about them whilst also providing encouragement and support to other women.

"I very much applaud Nadia and Emily for setting up 'There's More to Life Than Shoes'. All of us women have the potential to achieve great things, but sometimes it is hidden at the back of the wardrobe. By creating a community to inspire us to believe in ourselves and go for it, they deserve a medal!" Mandy Haberman, Inventor and entrepreneur

As well as the competition, the site offers a wealth of case studies, a residential 'Real Life Coach,' a forum, support and interviews from successful women who are much-needed role models for women looking for a change of direction in their lives. The line up is set to include author **Joanne Harris**, DJ **Annie Nightingale**, leading neuroscientist and writer **Baroness Susan Greenfield** and former **Dragon's Den** panellist and **Red Letters Day** founder, **Rachel Elnaugh**.

Future development plans for There's More To Life Than Shoes include **BE MORE**, and **I DID IT** schemes. **BE MORE** is a membership package designed to give women practical support to help make their dreams happen. It is set to include a panel of experts offering advice, coaching sessions, workshops, and live web-chats with inspirational women and lots of exciting offers. **I DID IT** is a community of women who have fulfilled their aspirations. Members of the exclusive database will have access to events, profile raising and promotion as well as being able to use the prestigious I DID IT badge on all promotional literature. Watch this space for more details.

ENDS

For further information, images of the winner or runners up, please contact Bethanie Lunn or Emma Barker at Huge PR on 0844 800 9907/
Mobile: 07977 555 672 or email: pr@hugepromotions.co.uk

Notes to editors:

Inspiration Nation

- There was a great response to the 2007 Inspiration Nation awards, which is planned to become an annual event.
- The overall winner and three friends receive a fantastic Style Party by www.flairstyle.co.uk worth £500.00, plus a complimentary bottle of champagne. The prize includes: a Style Consultation, Fashion Directions for spring /summer, Wardrobe Edit and a Make Up Session!
- The top five winners also get their story featured on moretolifethanshoes.com and inclusion in supporting press coverage

Facts and Figures:

- If the UK had the same rates of female entrepreneurship as the US we could have around three quarters of a million more businesses
- If there are more women in the economy UK productivity could be boosted by up to £23 billion worth 2% of GDP
- Women-owned businesses contribute about £60 billion to the economy (Gross Value Added)
- If women started business at the same rate as men, the UK would see 150,000 more businesses per annum.