

## Press Release

08 December 2008

### For Immediate Release

#### **Preston Business woman shortlisted for Northwest Women in Business Award 2009**

**Helen Bailey, director of Pinna, business and executive coaching company based in Myerscough, has been shortlisted in two categories Northwest Women in Business Award 2009.**

She is shortlisted in the 'Business of the Year' category, and is one of only three in the 'Business and Professional Services Sector Women of the Year' category.

The Awards, organised by the Northwest Women's Enterprise Forum (NWWEF) in partnership with the Northwest Regional Development Agency (NWRDA), aim to bring together some of the region's most innovative and successful female-led companies and recognise and reward their achievements and successes.

Helen only set up her business four years ago, but is passionate about coaching, and how it can create excellence in leadership and management in companies where it has taken hold.

She says "If I was to win this award, and I see it as an award for Pinna - not just me, it would be a really positive recognition for all the hard-work, enthusiasm and commitment shown by my staff, clients and partners of Pinna.

"Ultimately, winning this award would let more businesses know that they could be doing so much more if only they had a coaching culture."

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Building on the success of the inaugural Awards ceremony in March 2008, the Northwest Women in Business Award event aims to inspire and encourage more women to consider enterprise as a career and increase the number of women starting up and growing businesses in the Northwest.

Sylvia Phillips, Chair of NWWEF, said:

“Female entrepreneurs make an important contribution to the regional economy and it is vital that we create an environment and culture that encourages more women to start up businesses in the Northwest.

The quality of this year’s shortlist is testimony to the significant talent and expertise of businesswomen in the Northwest and the Women in Business Awards is an important showcase for their success. I hope that through highlighting their achievements, we can establish even more role models for other women contemplating starting up businesses and promote female entrepreneurship across the region.”

**ENDS**

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