

FOR IMMEDIATE RELEASE

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Local Virtual Assistant Celebrates Second International Virtual Assistants Day: May 18, 2007

Centennial, CO (May 2007) – What started simply as a desire to achieve work/life balance has propelled into an international day of recognition for virtual administrative professionals. Karen Reddick is a virtual assistant (VA) in Centennial, Colorado, and she along with more than 20,000 other virtual professionals, worldwide, will celebrate the second International Virtual Assistants Day (IVAD) on Friday, May 18, 2007.

Reddick is a home-based administrative and Internet-savvy virtual professional working for clients she has yet to meet. Her company specializes in providing virtual assistance and editorial services to authors, writers and small businesses.

“This day of observance allows VAs to celebrate individual accomplishments as well as rededicate ourselves to providing exceptional customer service to our clientele, remotely,” states Reddick.

Reddick, a former executive assistant in corporate America, originally conceived the idea for her business after the tragic events of 9/11. She started her new career in order to put family first and be home for her then pre-teenage daughter. This is a growing trend among professionals who choose to start their own home-based businesses in order to achieve a better work/life balance.

Proposed by the online advocacy group, Alliance for Virtual Businesses™ (A4VB), IVAD is the annual commemoration of the **D**edication, **E**xperience, **E**xpertise and **D**etermination to **S**ucceed (DEEDS) of VAs who make important contributions to the growth and stability of small businesses everywhere”, states Sharon Williams, chairperson, Alliance for Virtual Businesses™.

Virtual Assistants or VAs are independent entrepreneurs who use the latest technology to deliver professional administrative, creative, managerial, technical, business back-office and/or personal support services to busy professionals. Clients only pay for the time actually spent working on projects and often retain a fixed amount of hours per month for service.

Since 1996 more than 20,000 administrative professionals around the world have become VAs. More than 90 percent of them are highly skilled working mothers who choose to start their own businesses. According to a study conducted by Brenner Books in conjunction with A4VB in 2004, the United States accounts for the largest number of VAs followed by Canada, Australia and Great Britain.

For more information about the IVAD celebration, visit www.oivac.com.”

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About V-And-E-Services: V-And-E-Services specializes in “taking the administrative weight off the shoulders” of the small business owner and/or entrepreneur so they can concentrate on making their business grow. Visit <http://www.vandeservices.com> for more information. Reddick also offers a weekly newsletter entitled Grammar Tips From The Red Editor, a division of V-And-E-Services. <http://www.theredpeditor.com> and is the author of, *The A-Z Guide: The Best Ways to Work with a VA*, which shows businesses exactly what a virtual assistant can do for them and highlights tasks they might not have even considered.

About Alliance for Virtual Businesses™

Established in June 2003, the Alliance for Virtual Businesses™ (A4VB) is the leading advocacy, education and publicity organization for administrative virtual professional entrepreneurs, dedicated to the growth of the Virtual Assistance industry through networking, information-sharing and proactive interaction between the global business community and the industry. At the web site client-related case studies, industry-related demographics, and a wealth of other types of information are available to facilitate learning about our industry. Visit the website at www.allianceforvirtualbiz.com.

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