



*“Professional virtual assistance for the 21st century professional”*

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## News Release

For Immediate Release

### International Virtual Assistant Industry Celebrates 1<sup>st</sup> Global Virtual Assistants Week

*During the week of May 16 through 21, 2011, Virtual Assistants will celebrate the 1st Global Virtual Assistants Week and meet for informational and networking sessions, share small business marketing tips with newbies, established VAs and inquiring minds, and showcase the benefits of working with Virtual Assistants and how they decrease stress and workload, from a cost-effective standpoint.*

**Warwick, Qld, 16 May 2011** – In celebration of the 1<sup>st</sup> Global Virtual Assistants Week, May 16 through May 21, 2011, professional Virtual Assistants will host local meetups and conduct informational and networking activities. Virtual Assistants, small business owners and entrepreneurs are invited to share business development and marketing strategies, and to learn how VAs can decrease stress and workload, cost-effectively, at a completely online event to be held on **Thursday 19 May at 10.00am**.

Lyn Prowse-Bishop, owner of Executive Stress Office Support ([www.execstress.com](http://www.execstress.com)), defines Virtual Assistants (VAs) as “independent entrepreneur business owners who provide professional administrative, creative, managerial, marketing, technical, business office and/or personal support services remotely.”

Global Virtual Assistants Week was created to celebrate the VA industry’s inventive ways to market effectively, to educate local business owners about the benefits of working with virtual assistants and to meet individuals investigating the possibility of entering the virtual assistant industry. “At this event on Thursday 19 May, VAs, local and state-based businesses will be able to get together over a virtual morning tea without leaving their office to share information about the industry and answer questions”, Lyn said. “And, it’s free! It’s exciting to be part of this first-ever global VA week.”

To obtain more information and to participate in this celebration, please email [lyn@execstress.com](mailto:lyn@execstress.com) or phone 0417648172

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