



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

BRISBANE, QLD – Seven years ago, if anyone had told Brisbane resident, Lyn Prowse-Bishop, MVA, ASO, that what started simply as a desire to achieve work/life balance would propel virtual administrative professionals to create their own international day of recognition, she probably would not have believed it. Prowse-Bishop is Australia's first certified Master Virtual Assistant (VA), 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.

Prowse-Bishop is a home based, administrative and Internet-savvy virtual professional working for clients she has yet to meet. Her company Executive Stress Office Support® specialises in providing remote administrative and personal assistant/secretarial support services to independent professionals and non-executive directors. "This day of observance allows VAs to celebrate individual accomplishments as well as rededicate ourselves to providing exceptional customer service to our clientele, remotely."

Prowse-Bishop, the former Executive Assistant to the General Manager of the Brisbane Convention & Exhibition Centre, originally conceived the idea for her business in February 2000. She started a new career in order to achieve a better work/life balance with her new family.

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™.

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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 upcoming convention and IVAD celebration, visit www.oivac.com.

About Executive Stress Office Support®

Launched in 2000, Executive Stress Office Support® (eSOS™) offers a range of services - but specialises in digital transcription, document production, internet-related marketing activities, and executive personal assistant services. With clients across four states of Australia, in the UK, and on both coasts of the USA, eSOS™ provides clients with high quality, confidential secretarial and Virtual Assistant support by utilising today's latest technologies. Visit the website at www.execstress.com.

About Alliance for Virtual Businesses™

Established in June 2003, the Alliance for Virtual Businesses™ (A4VB) is the leading advocacy, education and publicity organisation 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 website 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.

About Online International Virtual Assistants Convention

The OIVAC is an online, interactive, "live" yet virtual environment convention of Virtual Assistants, travelling Pathways to Successful VA Practices. Visit the website at www.oivac.com.