



**FOR IMMEDIATE RELEASE**

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**Local Virtual Assistant Celebrates Inaugural  
International Virtual Assistants Day: May 19, 2006**

**BRISBANE, QLD** – For most professionals Friday, May 19, 2006 will be an ordinary workday – but not for Lyn Prowse-Bishop, a virtual assistant who lives and works from her home office in Seventeen Mile Rocks. She along with more than 5,000 other virtual professionals working worldwide will celebrate the first International Virtual Assistants Day (IVAD) on May 19, 2006.

Proposed by the online advocacy group, Alliance for Virtual Businesses (A4VB), IVAD is now officially registered with Chases Calendar of Events, the recognised authority of special days, weeks and months. IVAD will appear in the 2007 edition and will be held annually on the third Friday of May. The inaugural celebration of International Virtual Assistants Day coincides with a three-day assembly sponsored by the Online International Virtual Assistants Convention (OIVAC) running from May 18 – 20, 2006. Virtual Assistants worldwide will display the free IVAD logo and creed on their websites.

“This day of observance not only allows us to celebrate individual accomplishments, but also affords us the chance to pat the backs of our colleagues as well,” says Ms Prowse-Bishop, whose company specialises in providing secretarial support services to consultants and small business owners.

Ms Prowse-Bishop, a former Executive Assistant with the Brisbane Convention Centre, originally conceived the idea for her business in February 2000. She started a new career in order to spend more time with her growing family and fill a gap in the growing niche market of people working from home who had no secretarial support services.

Virtual Assistants or VAs are independent entrepreneurs who work remotely and 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.

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Typical services could include everything from general secretarial and word processing services to desktop publishing, website creation and marketing. Projects are often handled over the phone, by fax, e-mail and even instant messaging. Most attractive is the fact that VAs are also responsible for their own taxes, training, healthcare, insurance - overhead costs that make hiring an employee expensive.

Since 1996 more than 5,000 professionals around the world have become VAs. More than 90% of them are highly-skilled working mothers who choose to start their own businesses in order to achieve a better work/life balance. 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.

“This will be a very special day for everyone involved in the VA industry because it will allow us to bring together all VA organisations and their memberships under one umbrella,” says Alliance for Virtual Businesses founder Sharon Williams. “VAs are making important contributions to the growth and stability of small businesses everywhere, and the establishment of IVAD simply acknowledges all of those virtual professionals who work so hard to honor our creed: **D**edication, **E**xperience, **E**xpertise and **D**etermination to **S**ucceed (DEEDS).”

#### **About Executive Stress Office Support**

Launched in 2000, Executive Stress Office Support® specialises in providing confidential secretarial services globally: transcription (digital/tape/shorthand), typing/word processing, database design/maintenance, internet-related activities, email response, desktop publishing, mail outs, spreadsheets – together with a range of personal assistant services to ease the burden on business owners. Our clients range from non-executive directors, medical, legal and accounting professionals, to herbalists, authors and counsellors. Visit the website at [www.execstress.com](http://www.execstress.com)

#### **About Alliance for Virtual Businesses**

Established in June 2003 the Alliance for Virtual Businesses™ is volunteer-directed organisation, whose primary mission is to promote the growth of free enterprise between virtual assistants, entrepreneurs, small businesses, corporations, associations and other business entities. 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](http://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](http://www.oivac.com).