



**MEDIA RELEASE**

**15 May 01**

### **Australian First: Virtual Morning Tea!**

Australia's Virtual Assistants, through the Virtual Assistant Group (VAG), will be linking up via the Net on Thursday 24<sup>th</sup> May, for an Australian "first" - a Virtual Morning Tea (VMT).

The event is to support the fund raising efforts of the Cancer Foundation and is sponsored by Challenge Bank's Women in Business Unit. Participants can grab a tea or coffee and log onto the Net for this unique occasion. A special email discussion group has been set up for the purpose.

From 7.00am until midnight, participants will be invited to share their stories about how cancer has touched their lives and pledge a donation to the Cancer Foundation using a secure on-line payment system - or they can fax or email payment details. VAG will then present a cheque to the Cancer Foundation of all donations received.

At the completion of the event, with the permission of the participants, the stories and comments from the discussion will be compiled into an E-Book that will be freely distributed to the Virtual Morning Tea participants and to the Cancer Foundation for use on their website. Participants' privacy will be respected at all times.

VAs are an alternative, cost-effective staffing solution for businesses of all sizes, including sole operators. Virtual Assistants comprise a growing industry with hundreds of service providers emerging throughout the country.

"Virtual Assistants have an important role to play in today's business environment", said Lyn Prowse-Bishop, Manager of Executive Stress Office Support. "It is hoped that this Virtual Morning Tea will not only raise awareness of the industry as a whole, but also help raise funds for a very worthy cause."

"Only two years ago, VAs were relatively unknown. In other parts of the country they are enjoying a surge in popularity with an increasing number of individuals and organisations, large and small, enjoying the benefits of partnering with a VA. Here in Queensland, businesses are a little slower to pick up on the trend, but this is changing with a number of organisations utilising VA services to great advantage."

People wishing to participate in the VMT can send a blank e-mail to [vmt-subscribe@topica.com](mailto:vmt-subscribe@topica.com) or they can visit the VAG website for more details - <http://www.virtualassistant.com.au/vmt.html>

More information on services provided by a Virtual Assistant and the benefits associated with this unique partnership can be found by visiting: [www.execstress.com](http://www.execstress.com)

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