

GOLDEN GOOSE PR

“ During my ‘Journey to 2012’ fundraiser for the PSP Association, Golden Goose PR impressed me with their hard work and professionalism. The publicity they generated for the charity before and after the event exceeded our expectations. ”

—

Lord Coe

Chairman of the British Olympic Association



GOLDEN GOOSE PR



Rocking Horse Club



SUZANNAH



We stole the show at the Jubilee



FT
FINANCIAL
TIMES



GOLD LION
WINNER
2013

PR WEEK
BEST
LIVE EVENT



Royal waves . . . boat sails past Thames pic

MA'AM'S LENGTH
A WORKER abseils in front of the Queen's face to apply the finishing touches to the largest ever photograph of the Royal Family.

THE Sun

The Daily Telegraph

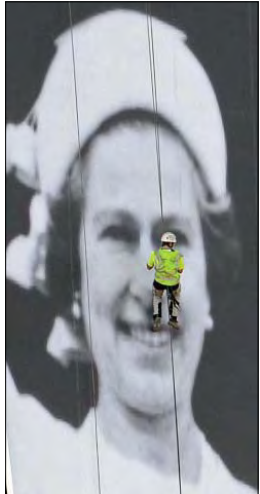
QUEEN SIZE LARGEST EVER FAMILY PICTURE INSTALLED BY THAMES FOR CEREMONIAL PARADE



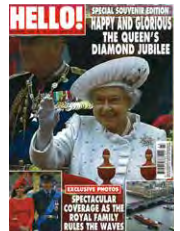
The largest ever photograph of the royal family — measuring 100 metres by 70 metres — has been installed on the front of Sea Containers House on the South bank of the Thames. It shows the Queen at Buckingham Palace during the 1977 Silver Jubilee.

Jubilee sends royals' popularity soaring

Russ Lydall
Royal Correspondent
THE Queen's Diamond Jubilee year has seen the royal family's popularity soar to its highest point in recent history, a poll revealed today.
It also shows the huge popularity of the Duke of Cambridge among young Britons, with more than half of women aged up to 34 believing he should become the next king.
The ICM Guardian poll found that 69 per cent believed Britain would be worse off without a monarchy, compared with 22 per cent who thought the opposite.
The 47-point margin is the largest recorded by ICM on the 12 occasions it has asked the question since 1997, when there was a surge in support following the death of Princess Diana. However, today's poll is less good news for the Prince of Wales — more people believe the crown should skip a generation on the Queen's death or abdication.
According to the poll of 1,000 adults, 20 per cent believe Prince Charles should become king, and his level of support increases from 25 per cent among 18 to 24-year-olds to 41 per cent of those aged 65 and older. By comparison, 55 per cent of women believe William should become the next monarch, compared with 41 per cent of men. Support for William is highest among the 18-24 (57 per cent) and the 25-34 (56 per cent) groups, and in the lower C1, C2 and D6 social classes.
A survey by MoneySupermarket estimates Britons will spend £12.5 billion celebrating the Diamond Jubilee, compared with £480 million they planned to spend on the royal wedding.



Royal flag: A giant Union Jack was unveiled at Heathrow today to celebrate the jubilee



London Evening Standard

CNN
the guardian

BBC LONDON

We're the go-to
agency for
sustainable news

Red Nose company leads way with food-safe plates from recycled bottles

The company behind the first plastic rulers, fake pearls and Comic Relief red noses has had yet another breakthrough – food-safe cups and plates made from 100pc-recycled plastic bottles, lids and milk cartons, writes *Louisa Peacock*.

Invicta Plastics has beaten global competition to create the first rigid and durable products made wholly from plastic bottles, lids and milk cartons, following four years of research and millions of pounds of investment.

The low-cost, injection-moulded items are free from stabilisers and “new” polymers – helping to protect the world’s natural resources – and can be used to make anything from cups and tableware to toys, marketing products, fashion accessories and educational equipment, the company said.

Coca-Cola, a long-standing client of Invicta, is among the first companies to test the new products, making a series of brightly coloured Coca-Cola glasses

out of the material. Other retailers, including Asda, are said to be exploring the potential of the invention.

Lady Onslow, chief executive of Invicta, which also counts Unilever and Reckitt Benckiser among its clients, said: “This puts Britain years ahead of other injection moulders,” he said. “The processes make moulding in recycled materials very cost effective and can lower carbon footprints significantly. They also radically reduce resource depletion because they can be recycled time and time again.”

Invicta can trace its roots back to 1946, when it invented a polymer and rubber mix to create durable soles for military boots. It went on to invent the first plastic ruler and fake pearls.

During the 1980s and 1990s, Invicta produced the first red noses for Red Nose Day – a contract it now hopes to win back by offering red noses made from 100pc-recycled plastic bottles.



Read the latest news of companies thriving despite the downturn
telegraph.co.uk/finance

“It is our mission to work with major brands to spread the word, help protect the world’s natural resources, save our customers and the consumer money and reduce carbon footprints.”

Many manufacturing businesses, conscious of their carbon footprint, already use a blend of new, or so-called

“virgin”, polymers with recycled polymers, but the split can be as little as 95pc virgin to 5pc recycled.

Liam Knowles, sales and marketing director at Greenpac UK, which develops green packaging, said no business should ever have to use virgin polymers again for these types of products.

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Red carpet collection goes ‘green’ in Cannes

Invicta Group, the Leicester-based plastic manufacturer, is also working with the grocer Asda on the use of recycled bottle tops and milk cartons to make merchandise, such as collection boxes, for sale in its stores.

Invicta said the breakthrough had taken almost four years of research.

The Countess of Onslow, the chief executive, said: “Never before have regular plastic drinking bottles, bottle lids and milk cartons been given a new life, such as becoming high-quality low-cost injection-moulded cups, plates and tableware, toys and marketing products, fashion accessories and socially responsible educational equipment in every colour without some sort of virgin polymer or stabiliser added – until now.”



Recycling/ Coca-Cola tests Invicta's cups

By JAMES THOMPSON

The beverages giant Coca-Cola is testing the world’s first drinking cups made from recycled plastic water bottles ahead of a potential launch of the branded products next year.

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The Countess of Onslow, chief executive of Invicta, with recycled cups

The New York Times

PARIS – Stars mounting the steps at Cannes, sleeked in mermaid dresses, jewels sparkling like spindrift, are symbols of the Mediterranean movie festival.

For the ritual event this year, a new siren song will be calling to turn the red-carpet jervy green.

On Friday, Chopard, the sculptor of the Palme d’Or, or Golden Palm, trophy for the festival winners, plans to announce a groundbreaking partnership with the Alliance for Responsible Mining ARM, an organization that works to repair environments damaged by gold mining and helps scale miners sell their metal through a fair-trade certification program.

VOGUE

By LIA FURTH

Livia Furth takes over the Green Style Blog during Cannes to launch her Green Carpet Challenge initiative with Chopard.

As you might have guessed by now, we at the Green Carpet Challenge (GCC) are an ambitious group!

Our work with *Green* at the start of this year, creating the world’s first zero-deforestation certified bags from Amazon leather, was only the beginning of our mission. Only a year ago, I would never have dreamt that today I would be in Cannes to launch the first Green Carpet Collection pieces for the high jewellery collection by Chopard. Together, we have created two



TATLER



Plastic fantastic: a green solution for the industry

The family firm and thinking about environmental issues. “I was always the person who was into recycling and I’ve had to think on my feet to find a way to do this.”

The result she says, puts Invicta – and Britain – “years ahead of other injection moulders.”

While recycled plastic has long been used in products such as bottles, they previously had to be blended with new plastic to make them strong enough to use. “I want to make products that will last 20 years and then they’ll go to a recycling plant to be recycled.”

Invicta’s low-cost injection-moulded items are free from “new” polymers – helping to protect the world’s natural resources – and can be used to make anything from cups and tableware to toys, marketing products, fashion accessories and educational equipment in every colour without some sort of virgin polymer or stabiliser added – until now.

She is helping the company’s brand innovation will help reduce its carbon footprint – and need to be a start by adding new items made from 100pc-recycled plastic bottles.

However, Lady Onslow is surprisingly relaxed about changing the process – under the right circumstances she won’t mind working with other British manufacturing partners for four to build a bigger plastics recycling ecosystem.

Since companies started to use the process to make their own products, she has seen a slight increase in demand – “the transportation would save out an environmental benefit,” she says. “Invicta is helping to build a more sustainable manufacturing industry. A lot of us in direct competition with each other are trying to do it better than has become the norm for a long time. Here, we’re not just doing it better, we’re

International Herald Tribune



Red carpet jeweler goes ‘green’ in Cannes

We launched the test
for the 'Ginger Gene'



The Daily Telegraph

'Ginger gene' test to prevent fathers from seeing red

By Nick Collins, Science Correspondent

IT is the DNA test that would prevent any suspicion falling on the milkman should a child be born with an unexpected shock of red hair. Scientists will be offering couples saliva tests to see if they carry the "ginger gene" at an exhibition next month. About four in 10 people are thought to carry a variant of the MC1R gene that is responsible for red locks, despite not being flame-haired themselves. The test, available at the Who Do You Think You Are? Live exhibition at London Olympia, should mean that a future red head in the family would be no surprise.



GENETICS Test detects ginger DNA for parents

COUPLES who want to know if they could have ginger babies are being offered red hair-detecting DNA tests. Ginger gene carriers can have redhead babies even if



DNA test that reveals whether you carry the ginger gene

COUPLES are being offered DNA tests to see if they are carrying the 'ginger gene'. Organisers of a heritage show are bracing themselves for an influx of couples keen to discover if they could produce red-headed children. Carriers of the gene variant can have ginger children even if neither parent has red hair. A simple DNA test, available at the Who Do You Think You Are? Live exhibition at Olympia in London next month, can identify car-

Daily Mail Reporter
riers. Dr Jim Wilson, chief scientist at BritainsDNA - the ancestry company behind the test - said: "Through a simple saliva test to determine deep ancestry, we can also identify whether an individual is a carrier of any of the three common red-head variants in the gene MC1R." This means that families can carry a variant for generations, and when one carrier has children with

another carrier, a red-headed baby can appear seemingly out of nowhere. It is estimated that about four in ten people carry the red-head gene variant without having red hair themselves - accounting for many surprise births of babies who are red-headed. About 40 per cent of men and women in Ireland carry a red head variant, but only 10 per cent have red hair. In Scotland, just over 30 per cent are known carriers and up to 13 per

cent have red hair, while in England only 6 per cent of people have red hair. On the Continent, only about 1.3 per cent of people are red-headed, getting much rarer heading towards the south-east. When counting the entire world population only just over 0.5 per cent (one in 200) have red hair, which is nearly 40million people. About one in four of the children of two carriers will be born with red hair and half will themselves be

carriers. Half of the children of a carrier will also inherit the variant, even if their other parent is not a carrier. Recent research indicates millions of Britons carry 'silent' genes for redheadedness. While this does not turn their hair ginger, it may expose them to a range of increased health risks that afflict redheads. These can include increased sensitivity to pain, skin cancer, Parkinson's disease and even Tourette's syndrome.



Home News Fashion Hair & Beauty Celebrity Lifestyle

You are here: Home > News > World News



THE DNA TEST FOR THE 'GINGER GENE'

By Daria Wymaszek - Tuesday 29 January 2013

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PA



DON'T MISS 10 MUST-READ STORIES TODAY



A new DNA test to see if couples carry the 'ginger gene' will be available at a heritage show in London next month.

Experts at the 'Who Do You Think You Are? Live' exhibition at London's Olympia will use a saliva test to determine whether couples could have a child with red hair.

They will be looking for any of three common variants in the MC1R gene which are responsible for red hair colour. Four in ten Brits carry this despite not being ginger themselves.



We fired Angry Birds
at the showbiz press
with Samsung



Above: Jessica Wright and Sam Faiers. Below: Stephen Taylor and Harri Koponen



Above: Louis Smith and Alexis Jordan. Left: Lisa Snowden

APPY DAYS!

What: Samsung Smart TV *Angry Birds* All-Star Final
Where: Westfield, Stratford, London.
When: Friday December 14, 2012.
Who: Louis Smith, Jessica Wright, Sam Faiers and Alexis Jordan were some of the stars who battled against the best of Europe in the *Angry Birds* final.
Lowdown: Proudly announcing *Angry Birds* on its new smart TV, Samsung hosted a competition to find the ultimate players of the hugely popular app, with Romania eventually winning the title.



Louis Smith hangs out with TOWIE girls ahead of Strictly Come Dancing 2012 final

Jessica Wright and Sam Faiers bond with Olympic gymnast as he admits: 'I really want to find a girlfriend'

From: [http://www.bbc.com](#)

Sign up to see what our friends like.



The Daily Telegraph



Angry Birds this way! TOWIE's Jessica Wright and Sam Faiers vamp up the glamour at video game party

By LUCY BUCKLAND
 PUBLISHED: 10:15, 13 December 2012 | UPDATED: 10:31, 13 December 2012

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They may not look like they spent their youths playing computer games in their bedrooms but TOWIE ladies Sam Faiers and Jessica Wright were on-hand to add some glamour at Samsung's *Angry Bird* party.

The TOWIE starlets were joined by model turned radio presenter Lisa Snowden and although Ben 21, opted for a chic optical illusion dress. Jessica decided to go for a less classy lace look. Although singer Jessica, 26, may have looked super slim in the buff, the lace polo neck did nothing for the top half of her curvy figure.



We got great arts
and culture PR
for Terry O'Neill

Features

I only take pictures of people I fancy

As a new exhibition of Terry O'Neill's legendary photographs opens, he explains why he isn't excited by any of today's stars



Celia Walden



N one of my photographs... I don't think so. Why not? Because I don't know how to photograph them.

I can't take a picture of a person unless I'm attracted to them. I can't take a picture of a person unless I'm attracted to them.

People who used to play in a football club... I can't take a picture of a person unless I'm attracted to them.



ShortList

BBC LONDON advertisement

TERRY O'NEILL: INFAMOUS advertisement with image of a woman

London Evening Standard advertisement

FREE METRO advertisement

The Daily Telegraph

SPOTLIGHT ON A GOLDEN AGE advertisement with photo of a man

IN TOWN TONIGHT advertisement with photo of a woman

It's too late for me - I'm happy to leave being cool to Terry O'Neill advertisement with photo of a woman

We product placed
for Robinson Pelham

Follow us on Twitter
@stanzardnews

News

HUMPTY DUMPTY SITS ON A WALL AMONG 200 DESIGNS AS CAPITAL AIMS TO BREAK RECORD



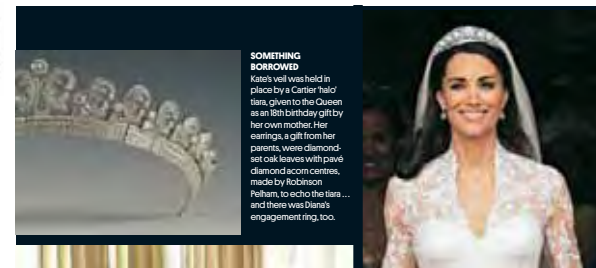
Ready for the great London egg hunt

Cooking night
Some of the eggs
are as simple as
a plain white
egg. But by Louise
Bridge-Haley



Daily Mail

VOGUE



SOVEREIGN BORROWED
Kate's veil was held in place by a Cartier 'halo' tiara, given to the Queen as an 18th birthday gift by her own mother. Her earrings, a gift from her parents, were diamond-set oak leaves with pavé diamond acorn centres, made by Robinson Pelham, to echo the tiara... and there was Diana's engagement ring, too.

We made the nation
smile on Blue Monday

DAILY EXPRESS

6 Daily Express Monday Jan

Give some help and be happy

HELPING someone in need is what makes us most happy, a survey reveals.

An unexpected compliment comes second followed by listening to the sea, sitting in the sunshine and listening to music.

Our favourite food and hearing laughter are next.

Winning money only comes eighth in research conducted to cheer us all up today – “Blue Monday”, said to be the most miserable day of the year.

A walk on the beach is ninth and a snowball fight is tenth.

Power

Most mood boosters, therefore, can occur at any time and cost nothing.

Christmas debt, bad weather, higher taxes and broken resolutions conspire to make the third Monday the unhappiest day of the year, psychologists say.

Charity Action Aid, which combats poverty in developing countries, commissioned the study of 1,000 people.

Richard Turner, of Action Aid, said: “No matter how broke or cold we are in the first few weeks of January, we all have this incredible power to make each other’s lives better and it costs us absolutely nothing.”

Blue Monday: so bad they named it twice

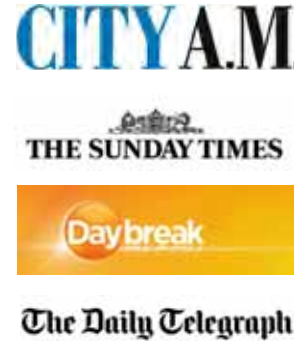
TOMORROW has become known as Blue Monday, supposedly the most depressing day of the year. Or is it? In the past few years, both January 17 and 24 have had the title, based on a “mathematical” formula that factors in bad weather, post-Christmas debt and broken New Year resolutions.

“There is a debate over the date,” said blue Monday creator, Cliff Arnall. “In 2005, it fell on January 24, but technically it is the third Monday in January. This year will be worse — there is increased VAT, crazy fuel prices and frankly nobody’s job is safe.”

Whatever the day, expect plenty of PR stunts. Tomorrow, Action Aid, the poverty charity, is running a “Happiness Bubble” in the City. It will attempt to cheer up workers with cupcakes, giant Lego flowers and free “aura” paintings. Next Monday, January 24, Which Budget, the flight search engine, is preparing for a “significant increase” in the number of holiday searches in response to Blue Monday. Say it and they will come.



Tom McIRA hunge O'Mahony business p of bother v The Rev wind up Co firm co-ow Tallaght P Taverns, w by O'Mahc But they uppers jus served eig lives in the embassy o Road. O'M in posh Sh



PR WEEK CAMPAIGNS OF THE YEAR

4,447

On 17 January, ActionAid had 4,447 visits to its website, a 104 per cent rise on the previous Monday.

2,565

On the same day, there were 2,565 active users on its Facebook page.

‘People started to associate ActionAid with happiness’

Patricia Lima, former head of PR at ActionAid

We launched a
world famous
online community



THE SUNDAY TIMES



DATING Not-so-virgin Mary An internet dating auction has been kicked off by eBay. BeautifulPeople.com encouraged punters to bid for a date with a young lady dressed up as a 'sexy' Virgin Mary, in a blue dress cut rather high on the thigh, and posing in a raunchy nativity scene.



So, who reigns as the beauty queen of the year?

Richard Peier: How bride could shock with Sophie's choice. Taking no chances... Different beauty standards: From Pamela Anderson to Victoria Beckham. Includes images of various celebrities.

PR WEEK CAMPAIGNS OF THE YEAR

CIPR BEST GLOBAL CAMPAIGN

Beauty in the eye of a website The internet dating agency that judges potential members on their looks is making a global pitch, says Matthew Goodman



Parisa Mobasher, the 34-year-old founder of BeautifulPeople.com, says she has always been a beauty enthusiast. She founded the website to help women find dates who are attractive. The site has become a global phenomenon, with millions of members.

Debunking stereotypes

Stereotype number six: Polish women are all beautiful. The notion of Polish women being of unparalleled beauty is an old one. In the 19th-century German novel 'The Virgin Mary' by Heinrich Heine was a big fan, describing the 'schöne Polen' as an 'angel on earth'. Greg Hodge, managing director of BeautifulPeople.com, claimed only 9% of male Polish applicants were attractive enough to join his site, compared with 39% of Polish women. Helen Pitt: Miss Poland 2010, Agata Szeziola. She is an example of the kind of beauty that an Australian journalist said 'could fair dinkum stop your heart in the street'.

Beauties-only site sets up 'virtual sperm bank'

It's a virtual sperm bank for beauty enthusiasts. BeautifulPeople.com has launched a service where women can 'donate' their profiles to other women. The service is designed to help women find dates who are attractive. The site has become a global phenomenon, with millions of members.

HEAVENLY DATES A NO GO ON eBAY

DATING website BeautifulPeople.com has come to blows with online auctioneer eBay over a date with the Virgin Mary. If you're easily offended by the cynical commercial exploitation of Christmas, look away now. The fallout occurred after BeautifulPeople.com launched a raunchy version of the nativity scene, featuring some of its 730,000 subscribers and models. Above it then tried to auction off dates with Mary and Joseph on eBay.

I will do anything to have a beautiful baby

PARISSA MOBASHER is so determined to have an attractive child she has signed up to a controversial fertility website that prizes good looks above everything else. The concept of trying to create beautiful children might seem ludicrous but you can't blame Parissa. As a parent you should give a child the best possible start.

Image of a woman sitting in a chair, part of a newspaper article. Text continues: Parissa to do anything to have a beautiful baby. The concept of trying to create beautiful children might seem ludicrous but you can't blame Parissa. As a parent you should give a child the best possible start.

We ran four
consecutive campaigns
for Samsung
and breast cancer



The Daily Telegraph
Eastern Daily Press
London Evening Standard



Attraction: Katherine Jenkins

Organisers on song for pink ribbon event
TO London's Westfield shopping centre, which should be recession-free today.
It's hosting the Samsung Pink Ribbon Breast Cancer event. Plenty of champagne and cake on offer (at last year's event one of the glasses had a diamond in it) and organisers are going to be auctioning off a crystal encrusted laptop - Samsung obviously.
All that and Katherine Jenkins

Facing up to breast cancer with new Venus

Artwork made of 1,096 photos to be auctioned

Sophie Goodchild
Health Correspondent

ACTRESS Olivia Grant and socialite Henry Conway are among hundreds who have contributed to a giant artwork for breast cancer awareness.
London-trained artist Samira Harris has recreated Botticelli's Venus using more than a thousand personal photographs including the faces of people affected by the disease. It will be auctioned to raise funds.
Singer Alexandra Burke will unveil the fit by fit installation today for the Everyone Is Art project involving 17 European charities such as Breakthrough Breast Cancer. The aim is to improve early detection rates.
A total of 1,096 images were selected which represent the number of women diagnosed every day with breast cancer in Europe. Twenty of these photos will be shown on the big screen at Piccadilly Circus this month as part of the Samsung More Than Talk European Breast Health Awareness campaign.
Grant, who appears in the film Mr Nice, revealed she was inspired to take



Raising awareness: Grant and Conway appear in the artwork, circled right part because of her family's history. The 27-year-old, from west London, said: "My own awareness of breast cancer - and particularly the importance of early detection - came from the loss of my great aunt. I feel strongly about the work of Breakthrough."
About 300 men a year are diagnosed with breast cancer in the UK and Mr Conway said he wanted to highlight how the disease affects both genders. He said: "I have had two good friends very sadly lose their battle with breast cancer over the past few years. A lot of people perceive that it only affects middle-aged women but that's just not true - one of my friends was a 27-year-old girl and the other a 28-year-old boy."
A charity has donated £10 million to help build Britain's most advanced cancer centre. The money from Macmillan Cancer Support will help fund the £100 million unit at University College Hospital.



Personal stories: the new version of Botticelli's Venus is made up of hundreds of pictures of people affected by breast cancer

SAMSUNG
everyone is art

This year, we are making things even all over Europe in tribute to the first giant collaborative artwork for breast awareness of anyone and most affected by breast cancer.

We are appealing for photos of breast cancer (not just breast cancer, as well as photos of women and men who continue to fight it, who are also taking the photos of the hard working and inspiring pink ribbon campaigners who take part in marathons or fun runs to raise awareness).

All of your pictures will be a story of courage and I, 2010 will be used in my great 'final piece' of art. This is the number of women that are diagnosed with breast cancer in Europe every day. 20 photos will be selected and shown on the world famous Samsung logo screen at Piccadilly Circus.

Testimonial:
I would like to support the 'Everyone is Art' project as I have lost my mother to breast cancer. I would like to support it if I can help in any way. I would like to support it if I can help in any way. I would like to support it if I can help in any way.

Custom Daily Press, Saturday, October 23, 2010

BARNHAM BROOM

Pink is the colour of Sarah's cancer quest

By DAVID BALE

A Norfolk mother-of-two has raised more than £50,000 to fight breast cancer and is now acting as an ambassador for the charity she has supported.

Sarah Soffley, 45, from Barnham Broom, has not been affected by the disease herself, but three of the four granddaughters, Nicola Hughes, beat the disease before she died a few years ago. And the woman she calls her "second mum", Ann Graham, who befriended her when she moved to Norfolk nearly half a century ago from Surrey, died of it.

Another schoolfriend from Surrey had breast cancer when she was about 21, but survived.

Each case in its own way touched Mrs Soffley deeply and eight years ago she decided to hold a Think Pink charity ball every two years to raise funds for cancer charities.

The first event she has held since then has raised more than £50,000 and this year's event, held at Colney Hall, near Norwich, was attended by more than 700 people.

Mrs Soffley, who runs her own



SARAH SOFFLEY: Each one of my friends getting cancer hit me hard, and made me realise how lucky I was.

MailOnline TV & Showbiz

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Now I've got the Sex Factor!
Alexandra Burke puts on a racy show in a black lace corset

Up to 40% off Home Insurance

SIGN UP FOR FREE



We targeted teens and
20's for Themuse.tv



star
heat



Publication: Superscape
Date: 29 February 2012



An actress who has been watched the *Clay* by in *Clay* will now a deep golden tan in a party...
Her deathly pale complexion will mean she's the star of a foreign event...
...when obligatory deep tan only seemed to highlight her party size



NowDaily



Take for a spray tan? TOWIE star Lydia Bright looked incredibly pale compared to her co-stars Cara Kilbey and Billi Macklowe at the *Business* launch party last night

Above: Darryl Hannah Baker, *Shoreline* editor Simon Glass, Brooke Stevens and Cassie Fitzpatrick. Top left: Bip Ling. Right: Bill Macklowe, Lydia Bright and Cara Kilbey

We got wipe-out
consumer and national
news press launching
Woolworths.co.uk



Woolies bags a seat among online retailers

Pic'n'mix is returning, courtesy of Shop Direct which has bought the Woolworths name, says Harry Wallop

MARK NEWTON-JONES is like a chess grandmaster. He is a former Sun journalist, the chief executive of Shop Direct is demonstrating the website of Woolworths.com, where there is already a picture of him. He is a former Sun journalist, the chief executive of Shop Direct is demonstrating the website of Woolworths.com, where there is already a picture of him. He is a former Sun journalist, the chief executive of Shop Direct is demonstrating the website of Woolworths.com, where there is already a picture of him.

Most retailers are desperate to maintain their presence on the high street, says Mr. Newton-Jones. He is a former Sun journalist, the chief executive of Shop Direct is demonstrating the website of Woolworths.com, where there is already a picture of him. He is a former Sun journalist, the chief executive of Shop Direct is demonstrating the website of Woolworths.com, where there is already a picture of him.

Richard Parks, retail analyst at research firm iFlick, says a clear purchase by Shop Direct is still some way off. He is a former Sun journalist, the chief executive of Shop Direct is demonstrating the website of Woolworths.com, where there is already a picture of him. He is a former Sun journalist, the chief executive of Shop Direct is demonstrating the website of Woolworths.com, where there is already a picture of him.



Mark Newton-Jones says it has taken just 20 weeks to



Roll up, roll up new Woolies chief Mark Newton-Jones, boss of Shop Direct Group, at the relauch

Woolworths bids to rise again from retail ashes. CITY Spy gets all the most glamorous invitations, so it's off to the Soho Hotel for the relaunch of Woolworths. Mark Newton-Jones, boss of Shop Direct, which is backing the Woolies revival online, says: "We will make a profit within a year." Woolies' head-office team, which will run the entire operation, consists of just 10 people compared with the 25,000 the defunct retail chain employed - yet it will stock more than half a million products, compared with an average 8000 for a Woolies store.

It's click 'n' mix as Woolies is reborn as an online store

100,000 shoppers visit new website

IT'S done: brought about the end of almost 100 years of retail history and was viewed as a clear sign of the effects of the recession on the high street. But six months on, the Woolworths brand has been resurrected with a new online store and yesterday it went live. The new website, woolworths.co.uk, is a digital sign of the effects of the recession on the high street. But six months on, the Woolworths brand has been resurrected with a new online store and yesterday it went live. The new website, woolworths.co.uk, is a digital sign of the effects of the recession on the high street.

Almost 100,000 shoppers visited Woolworths.com within the first few hours of its launch and boss of Shop Direct, which bought the brand name in February, says the virtual resurrection will appeal to the family market and tap into the burgeoning trend for shopping online. "We've been talking to families across the country since that delivers the best of what they loved about Woolies," said Mark Newton-Jones, chief exec of Shop Direct, which also owns Littlewoods Direct and Kays. "Families wanted us to bring back Woolies, so that's what we've done."

Shop Direct's new website, which maintains Woolworths' distinctive red colouring and stocks many of the goods seen in the former store. But

Woolworths resurrected in cyberspace

Woolworths, which collapsed into administration at the end of last year, has been resurrected as an online retailer, writes Rupert Steiner. The site, which carries the Woolworths.co.uk name, was relaunched yesterday after being bought by Littlewoods's parent, Shop Direct. It will focus on children, selling the popular Ladybird clothing range, toys and the trademark 'pic'n'mix' sweets made famous by old Woolworths. However, the sweets have been rebranded 'click 'n' mix'.

It will focus on children, selling the popular Ladybird clothing range, toys and the trademark 'pic'n'mix' sweets made famous by old Woolworths. However, the sweets have been rebranded 'click 'n' mix'. It also has an entertainment store selling video games, DVDs and CDs. Already more than 100,000 shoppers have flocked to the site to indulge in a bit of nostalgia since Woolies disappeared from town centres six months ago. Shop Direct chief executive, Mark Newton-Jones said: "Families wanted us to bring back Woolies as soon as possible, so that's what we've done. There are three shops under one roof: the main shop, entertainment and party."

He added: "Initially, each will have its own checkout but this will become one integrated checkout in the future." Stock was chosen based largely on feedback from many of our million customers who have already contacted the group. It has some 1000 online followers through Twitter and Facebook, according to the firm. Shop Direct said the Ladybird clothing range had proved the most popular product range so far. "From acquiring the brand to launching it has only been 20 weeks - something you could not have done before."

Families wanted us to bring back Woolies, so that's what we've done. The new Woolies is now part of the Barclays' Shop Direct mail order and online retailing empire, which includes Littlewoods, Kays, Marshall Ward and Great Universal.

Click 'n' mix... for an online Woolies

HIGH street favourite Woolies is back from today onwards - but only as an online store. And Woolworths' famous Pic 'n' Mix is now Click and Mix - as shoppers can buy mixed bags of sweets over the net. The store will now sell 500,000 items including its most expensive, a £1,800 swimming pool. The firm went bust in January after 99 years of trading - putting 25,000 staff out of work. Home shopping giant Shop Direct - owners of Littlewoods, Kays and Great Universal - bought the name in February in a deal worth £10million.

Researchers spoke to one million shoppers before creating the new online Woolworths in just 20 weeks. It will focus more on entertainment - DVDs, CDs and books - but will keep the popular Ladybird kids' clothing range. There will also be home and party sections. And all the advertising will be done over the net via Twitter and Facebook sites and blogs.

Shop Direct boss Mark Newton-Jones said: "There is huge affection for the Woolworths name and we are bringing it back in a bigger and better way."

The 99-year-old Woolworths chain collapsed last November as a result of mounting debts and sliding sales. It has been one of the highest-profile victims of the credit crunch and the recession. Some 800 stores were closed and 30,000 staff lost their jobs. But in February the Woolworths brand name was bought from the retailer's administrator Deloitte, for an undisclosed price, by the Barclay brothers. The reclusive duo also bought the Ladybird brand. Their other business interests include ownership of the Daily Telegraph.

The new Woolies is now part of the Barclays' Shop Direct mail order and online retailing empire, which includes Littlewoods, Kays, Marshall Ward and Great Universal. Under Sir David and Sir Frederick Barclay's ownership these brands have built up a big share of the fast-growing home delivery shopping market. Their web sales have risen from 18% to 56% in three years. Shop Direct is hoping the new online Woolies will appeal to the family market and tap into the burgeoning trend to



Wonder of Woollies reborn on the world wide web

Julia Finch City editor

Woolworths, one of Britain's most famous retail names, today makes a comeback as an online store selling everything from its trademark pick'n'mix sweets to Ladybird children's clothing.

The new woolworths.co.uk website will offer a range of some half a million products in four categories - childrenswear, toys, entertainment and party goods. The familiar red logo, tweaked "for the digital age", has also been resurrected. Pick'n'mix also gets a digital makeover - becoming "click'n'mix".

The 99-year-old Woolworths chain collapsed last November as a result of mounting debts and sliding sales. It has been one of the highest-profile victims of the credit crunch and the recession. Some 800 stores were closed and 30,000 staff lost their jobs. But in February the Woolworths brand name was bought from the retailer's administrator Deloitte, for an undisclosed price, by the Barclay brothers. The reclusive duo also bought the Ladybird brand. Their other business interests include ownership of the Daily Telegraph.

ott@dailystar.co.uk

YOU can imagine my nostalgic joy to discover that Woolworths - the home of nick and mix (one for me, one for the bag) lives on.

All right, so I can't feast on tangy cola bottles while I'm browsing online at woolworths.co.uk but everything else from this culturally vital British shop is present.

How to order your bonbons and jelly beans at the hit of a mouse

And we regularly
run major celebrity
launches and events



Coe sets gold standard to help brain disease charity

HE helped mastermind London 2012 but now Seb Coe has a new challenge – to raise £1 million for a charity that helps sufferers of a disease that killed his mother. Lord Coe has set himself the target for the Progressive Supranuclear Palsy Association that cares for those with the degenerative neurological condition. His mother Angela died of the condition in 2005. 'It's a hideous disease and the degeneration takes four years which is pretty unpleasant,' Lord Coe said. He will be interviewed on stage by Sir Michael Parkinson next Tuesday. Tickets are £250 from Cameron. Wood@pspassociation.org.uk

Bystander

The Daily Telegraph



PUBLICITY EXCEEDED EXPECTATIONS
Lord Coe



Another chapter for Lord Coe
IT HAS BEEN an incredibly good year for Lord Coe but last night he took a break from Olympic job duties to host the London 2012 award ceremony in the Dorchester for the PPSA Association, which raises funds for progressive neurological conditions. Another highlight of the night was the award given to the late Sir Philip Green. Coe said in getting the award he had a great time and was proud to be able to give it to a man who had done so much for the city. He also said that he was looking forward to the next year's event and that he would be happy to have the award given to the next winner.



Signed up: Victoria

Victoria's Strictly Mini-break
A SPECIAL London 2012 edition Mini has been touring the country collecting the signatures of Team GB athletes – among them cyclist Victoria Pendleton (pictured) and gymnast Louis Smith, who interrupted their Strictly Come Dancing rehearsals to sign the car's bonnet. Other signatories include paralympians David Weir and Ellie Simmonds, boxer Anthony Joshua and rower Anna Watkins. In all, 15 medalists have signed the bonnet which manufacturer BMW will preserve under varnish. After 800 miles criss-crossing the UK, the car will tonight be auctioned at a glittering fundraiser thrown at the Dorchester by Olympics chief Lord Coe. Other guests include Sir Philip Green, Sir Michael Parkinson, singer Emeli Sande and Lord Archer, who will auction the Mini for the PSP Association. Sebastian Coe's mother Angela and my distinguished predecessor Nigel Dempster both lost their lives to PSP, a degenerative brain disease.

the UN's International Peace Day, and celebrities and politicians line up to support him. Jeremy Gilley tells Alison Roberts what it took to make September 21 so special

Peace man

new world has a year at most. 4.5 million children in Afghanistan are malnourished, and 25 million more are at risk of starvation. The UN's International Peace Day, which is celebrated on September 21st, is a day of peace for all. It is a day to remember the lives of those who have died in conflict and to work towards a world of peace. The UN's Secretary-General, Ban Ki-moon, said: 'Today we remember the lives of those who have died in conflict and we work towards a world of peace. We must not let the lives of those who have died in conflict be in vain. We must work towards a world of peace and justice for all.'



Friends in high places: Alison Roberts with Jeremy Gilley and other celebrities at the September 21st event.



AN EVENING With Sir Roger Moore became emotional as 1,000 fans, including Bond girl Eunice Gayson and Sir Tim Rice, who wrote the lyrics to the Octopus theme, burst into Happy Birthday after he announced it was his 85th. The star of seven Bond films, Sir Roger revealed at the Rose Theatre, Kingston upon Thames, that he owed

his career to Joe Graham, a voice coach at Warner Brothers, who demanded: 'Do you think you are less equal and less intelligent than every one else?' When Sir Roger admitted he did, the coach said: 'That's why you are fit.' Jimmy was entirely professional. I didn't even know where his dressing room was. What he did was awful and it is a pity he is not around to answer these charges. Though we were young, changed my life.



What we deliver...

- Bold, fully integrated, creative campaigns that translate into news, discussion, awareness and ultimately profitability and business success
- Influencer alignment
- Perception and issues management – including crisis and damage limitation
- Events
- Journalistic thinking and a dynamic and passionate approach to everything we do
- Measurement and evaluation to prove that we're achieving results
- Extensive contacts from print and broadcast news desks, to lifestyle editors, bloggers, women's lifestyle press and men's titles
- A desire to create stand out for a brand, industry leader or product
- Happy clients

But don't just take
our word for it...

—
Aiden Radnedge
Senior News Reporter
Metro

“ I’ve always found the good, good people of Golden Goose PR a pleasure to deal with, speak to and hear from – friendly, fun, lively and imaginative... They always present us with great ideas, never call when we are on deadline and always provide great news stories for Metro. ”

—
Richard Holt
News Editor
Telegraph.co.uk

“ Golden Goose PR has consistently provided us with great stories that work very well for our readers. As a company they have always been great to work with and they instinctively understand the sort of content we are looking for. ”

—
Maria Lally
Contributing editor
Grazia

“Golden Goose PR is an absolutely brilliant agency – definitely one of the best I’ve worked with. They’re passionate about their clients, they constantly feed me great stories, and they’ve always been lovely to work with. ”

—
Hugo Greenhalgh
Special reports editor
Financial Times

“Golden Goose has helped me on numerous occasions to scoop the competition. I use them not only to aid me with the practical elements of stories I’m writing, but also as a sounding board – generating leads and ultimately more stories in the process. ”

—
Dan Jones
Columnist, Evening Standard
Writer, Men's Health

“Golden Goose PR stands head and shoulders above every other PR agency I've worked with when it comes to receiving health and fitness information. At Men's Health I am inundated with approaches from hundreds of PR agencies, but I always have time for Golden Goose. They understand how brands operate in a crowded and complex market. They are always contactable, friendly and understanding of deadlines. They do not inundate with press releases, but the communication I do receive is of the highest standard.”

And some from
our clients...

“ Outstanding creative brilliantly executed and with a lasting positive commercial impact. ”

—

Matt Peacock, Group communications director
Vodafone

“ The Golden Goose team are creative, very very good at their job and fun to work with. ”

—

Brendon Gore

Former head of European PR, Samsung

“ Golden Goose PR’s idea transformed Sea Containers into the most talked about building on the Thames during the biggest Royal celebration since the Coronation. This was a history making campaign, which people have seen all over the world. ”

—

JJ Offer

Asset manager for Sea Containers

“ As Senior Brand Manager for Pantene Pro-V UK/IRL and as leader of P&G’s global lifestyle fragrances business, I have worked with Golden Goose PR on several occasions such as local UK PR and consumer engagement events for Pantene Pro-V and on the conceptual development of a special campaign to celebrate the 10th anniversary of Naomi Campbell fragrances.

I was always deeply impressed by the Golden Goose team’s media relationships, influencer engagement, creativity, attention to detail, flexibility and commitment to delivering results – **in many ways they are significantly more capable, effective and efficient than most of the large PR agencies I have worked with.**

I have repeatedly recommended Golden Goose as one of the best Boutique PR Firms I know, and intend to closely collaborate with the Golden Goose team also for my newly founded specialty consultancy ‘brandertain.com’. ”

René Dominik

Senior Brand Manager Pantene Pro-V UK/IRL – 2005/2006

Associate MD Global Lifestyle Fragrances (PUMA/James Bond 007/Christina Aguilera /Naomi Campbell/Bruno Banani/Avril Lavigne/Gabriela Sabatini) – 2007/2011

Leader Market & Operations Team P&G Prestige D/A/CH – 2011/2012

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