

Leading Women Entrepreneurs of the World™

**For immediate release**

## **SYDNEY WOMEN RECIPIENTS OF BUSINESS GRANTS**

*September 20, 2004: Sydney, Australia* - The Leading Women Entrepreneurs of the World™ is pleased to announce the three successful recipients of the 2004 "Take the Next Step" grants. V. Cheryl Womack, Chairperson and CEO of LWEW says, "It is an honor to be able to participate in this process and recognize deserving candidates who may one day themselves be Honorees within our organization."

The recipient of the major grant of US\$10,000.00 is **Amy Lyden** of Bondi, Australia. Amy Lyden founded and directs ***Bow Wow Meow*** that produces fun and functional pet tags. "What began as a home based business is now a global operation. It is thrilling to be recognized by a group as prestigious as The Leading Women Entrepreneurs of the World™" say Lyden. The recipients of two US\$2,500.00 grants are **Eileen Hall**, director of ***Yoga Moves (Ashtanga Yoga School)*** of Darlinghurst, Australia and **Vivien Reed** of ***Australia, In Style***, Edgecliff, Australia.

The Leading Women Entrepreneurs of the World™ is a not-for-profit organization representing the most powerful and successful female entrepreneurs from 50 countries and was established to identify, honor, promote and encourage female entrepreneurial excellence. LWEW is committed to inspiring women of all ages and nationalities to reach their entrepreneurial potential. "Take the Next Step" grants were developed by Cheryl Womack as a way to develop a legacy with the host country of the annual LWEW event and are becoming an integral program of the group.

The Leading Women Entrepreneurs of the World™ held their Eighth Annual Gala and Celebratory Event in Sydney, Australia, in May 2004. International media recognizes this celebration as "the premier global event honoring the world's top women in business". This five-day event brings together honorees from around the world to network, exchange ideas and to pay tribute to their newly recognized counterparts. The union of leadership, power and wealth represented by the accomplished women at these gatherings is unsurpassed, as is their ability to tap into the business psyche of the various countries they visit. For more information, visit [www.leadingwomen.org](http://www.leadingwomen.org).

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