



FOR IMMEDIATE RELEASE
September 27, 2007

CONTACT:
Teresa Brimacombe
President
The Star Group
913-362-1210
teresa@thestargroup.org

**LEADING WOMEN ENTREPRENEURS OF THE WORLD™ ANNOUNCES 2007
GRANT WINNERS**

*Three "Take the Next Step™" Business Grants totaling US \$15,000 (105,000 ZAR)
awarded to South African Businesswomen.*

KANSAS CITY, MO - (September 27, 2007) – Three South African businesswomen were awarded business development grants by The Leading Women Entrepreneurs of the World™ (LWEW), a U.S. based non-profit organization that raises the visibility of successful entrepreneurial women and increases public awareness of women entrepreneurs' contributions to the global economy. The grants were awarded on September 14, 2007 during a Business Forum held at the University of Pretoria. The forum marked the culmination of the week-long LWEW Eleventh Annual Gala and Celebratory Event held in Cape Town, Sun City and Pretoria, South Africa.

The first place "Take the Next Step™" grant for US \$10,000 (70,000 ZAR) was awarded to Elmari Swart M.Sc. owner of Cheviot Publishing. Additional grants of US \$2,500 (17,500 ZAR) each went to Linda Wilson owner of The Crazy Potter, Pots by Linda Wilson and Mary Gichohi, Abigail Mangane, Rejoice Mboweni owners of Braids Exclusive.

-MORE-



“It is an honor to be able to provide strong support to such deserving candidates,” said Cheryl Womack, Chairperson of the LWEW. “Each of these women has worked so hard and has already achieved so much but are still reaching to ‘Take the Next Step’ in today’s challenging business world. It is so rewarding to lead an organization that not only inspires women to strive for accomplishment, but also provides the monetary means to help them achieve their dreams.”

Elmari Swart M.Sc. is the owner of Cheviot Publishing, a boutique publishing house specializing in researching, writing, and producing books on niche subjects, located in Cape Town. They also produce custom books for clients. “It was truly a great honour and blessing to be in the company of so many unique, highly successful and inspiring women,” said Elmari. Her first book, *The Essential Guide to South African Wines*, won the category Best Book on New World Wines at the 2006 Gourmand International Awards in Europe. In taking her companies’ motto ‘the essence of local knowledge’ to heart, Elmari’s next book will be focused on the wedding industry, in particular destination weddings in South Africa.

The Crazy Potter, Pots by Linda Wilson located in Fouriesburg, the Eastern Freestate is a ceramic tableware and functional item production studio producing terracotta and earthenware products for the South African tourist curio market in Southern Africa. All of the products are exclusively hand crafted from 100% South African materials. Linda’s current challenge is keeping up with the sizable increase in demand for her product, resulting from her association with a marketing agent earlier this year.

-MORE-



Braids Exclusive, founded by Mary Gichohi, Abigail Mangane, and Rejoice Mboweni is a beauty and hair salon situated in the Johannesburg central business district. Braids Exclusive prides itself on their attention to detail and providing outstanding customer service. They currently serve more than 350 customers.

Each recipient submitted a “Take The Next Step™” application designed by the LWEW. Each applicant was asked to describe the services their company provides, to identify their key competitor(s) and to explain what sets their business/product/service apart from others. The applicants were also required to provide a detailed business plan showing how the grant funding would help them to take their business to the next step.

In order to be eligible for the grant, each applicant must be 21 years of age and provide proof of legal citizenship. The applicant must have been in business for three years, at least one year being profitable and the applicant must own a majority of the business. Finally, they must also provide financial documentation, verification that they have no outstanding tax obligations, and professional recommendations

-MORE-



LWEW is a non-profit organization that was established to identify, honor, promote and encourage female entrepreneurial excellence. Annually, the Leading Women Entrepreneurs of the World™, a group of just over 320 women, collectively employ more than 540,000 people around the world and generate more than US \$255 billion (1.7 trillion ZAR) for the global economy which places the group 30th largest in terms of global GDP.

For more information on The Leading Women Entrepreneurs of the World™ visit www.leadingwomen.org.

###