

PARIS COMES TO LONDON

Paris Hilton jetted into the UK to promote her new ITV2 series, Paris Hilton's British Best Friend. To raise awareness of the show, and to bring some Paris Hilton glitz and sparkle to London, four liveried taxis were sprayed with pink glitter then used to transport Paris to special events, such as launch parties, during filming. Commenting on the campaign, Kylie Evans, Head of Digital Channels Marketing at ITV said: "Black cabs are a classic British icon and provided an opportunity to get across the Britishness of the show and deliver on the strategy of 'Parisifying London' by making things pink and sparkly."



TAXI DRIVER BECOMES FELLOW OF THE GUILD OF TOASTMASTERS

Keith Reading has been a licensed a taxi driver since 1979. For the past 10 years he has been on Dial-a-Cab. When Keith's son got married in 2007, Keith was going to get a toastmaster to officiate but his son wanted his Dad to do it – and Keith said yes! He enjoyed the experience greatly and decided to go on-line to see whether there were any sites that could assist him. There he came across The Guild of Professional Toastmasters. He went to their academy where he learned the trade through their intense course and he qualified as a toastmaster.



Keith with Brian Rice

Now one year on and at a recent meeting held at the Guild's London headquarters, Keith was invited to join the Guild of Professional Toastmasters. Having completed the Guild's comprehensive training, passing two written examinations and satisfying their observers whilst carrying out his duties at numerous functions, Keith was recommended to the Guild for membership. As a result he was invested as a Fellow of this prestigious Guild of Toastmasters at their recent quarterly meeting.

Keith was presented with the Guild's distinctive Collaret and Jewel by the Chairman of the Guild of Professional Toastmasters, Mr Chris Thomas FGPT in the presence of several other Fellows and the Guild's training officers. Should you be looking for a toastmaster for a forthcoming function, you can contact Keith 01279 465 938 or mobile on 07774 860 374. You can also email him on keith@toastmasterdirect.co.uk and see his website at www.toastmasterdirect.co.uk

ADDISON LEE CONTINUES TO GROW

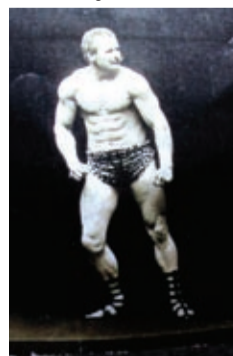
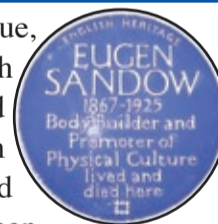
Minicab company Addison Lee continues to grow. Recently the company were at the Business Travel Show where they had a stand for business travel buyers to see the range of services they offer. On 18th February 2009 the company announced that they had completed the acquisition of The Premier Transport Group consisting of Premier Despatch Ltd, Premier First Ltd and Purple Courier Ltd.

The acquisition of Premier Transport Group creates a combined operation with an annual turnover in excess of £118 million. Premier's 400 vehicles will be added to Addison Lee's 2,200-strong fleet and together the two companies will provide premium minicab, chauffeur and international courier services to more than 12,000 London corporate account customers. This is Addison Lee's fourth major company acquisition in as many years.

Liam Griffin, managing director of Addison Lee said: "This acquisition forms part of our ongoing strategy to consolidate our pole position in the competitive London market. Addison Lee has grown rapidly over the last five years thanks to our professional service and advanced booking technology that offers minicabs within 15 minutes in Central London."

BLUE PLAQUE FOR VICTORIAN BODY-BUILDING SUPREMO

On 16th February 2009 at 161 Holland Park Avenue, London, W1 body-builder extraordinaire and health and fitness pioneer, Eugen Sandow, was commemorated with an English Heritage Blue Plaque. He lived from 1906 until his death in 1925. Sandow is acknowledged as the founding father of body-building and has been described as the 'beau-idéal of athletic elegance'. The plaque was unveiled by Chris Davies, Sandow's great-grandson and proposer of the plaque.



He devised the first major body-building contest, which was held at the Royal Albert Hall in 1901 and developed one of the first health and fitness related product 'empires', including books, a magazine, health drinks, and sports/fitness equipment. He shrewdly marketed these products to huge commercial success. He revelled in the attention his outstanding physique brought – his celebrity status was enhanced by the publication in 1889 of studio photographs of Sandow striking a variety of poses, the most memorable of which captured him clad only in a fig leaf!