Press Release, September 2005

Turning Silver into Gold

Silver Entrepreneurs Seminars:

Programme begins 4th October 2005

Locations throughout Knowsley (details below).

FREE TO ALL, refreshments provided.

Knowsley Economic Forum and Ideopolis International are searching for people aged over 50 who are currently running; starting up or thinking about beginning their own business. We will be holding a series of workshops throughout Knowsley starting on 4th October. Aimed at giving recognition to this exciting and growing area of business, especially the opportunities, challenges, barriers and attitudes facing these mature business builders – especially at a time when so much attention is paid to youth enterprise.

The over 50s are becoming increasingly important not only in number, but in economic power and their ability to shape the development of markets. People are living longer, staying healthier and are more frequently seeking new outlets for their energies when their mortgages are paid off, their careers have ceased to be a challenge and their knowledge/expertise has increased in value.

Present on the day will be Professor Tom Cannon CEO of Ideopolis International Council and Tim Dugdill of Knowsley Economic Forum. Agencies represented will include PRIME, Business Link, Job Centre Plus. There will be opportunities to network and to ssek advice from representatives of agencies who can offer assistance.

A Job Centre Plus benefits advisor will be available to talk to in confidence during each session.

The voices of these 'Silver Entrepreneurs' are seldom heard. The convention will redress the balance by giving a voice to those people with the drive to start a business at the age of fifty and above. The day will offer mature entrepreneurs the chance to discuss their challenges with others facing the same issues and leading experts on business creation.

04/10/2005	5pm to 7:30pm	River Alt Resource Centre, Woolfall Heath Ave., Huyton. L36 3YE

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08/11/2005	12pm to 2:30pm	Kirkby Unemployed Centre, Westhead Avenue, Kirkby. L33 0XN
06/12/2005	12pm to 2:30pm	Community Centre, Lickers Lane, Whiston. L35 3SR
24/01/2006	10:30am to 1pm	Arncliffe Centre, Arncliffe Road, Halewood. L25 9PA
21/02/2006	5pm to 7:30pm	Prescot Guild Hall, 57 St Helens Road, Prescot. L34 6HW
07/03/2006	10:30am to 1pm	Southdene Community Centre, Broad Lane, Kirkby. L32 6QS
04/04/2006	12pm to 2:30pm	Huyton Civic Suite, Poplar Bank, Huyton.L36 9UX

If you would like to participate, please do not hesitate to contact Aimee at Ideopolis International on 0151 708 0875 or email aimee@ideopolis.info for further details.

NOTE TO EDITORS: For further information please contact Aimee on 0151 708 0875 or aimee@ideopolis.info . Logos and images available on request.

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