

For Immediate Release

Alternative Solution to Re-entering the Workplace – Opening a Virtual Assistant Business Provides Flexibility, Challenge and Independence

Toronto, ON – February 23, 2009 – Layoffs are becoming the norm as many businesses choose to cut employee head count at the height of the economic recession. Underpaid positions are increasing as the need for work swells. Opening a Virtual Assisting business can be an alternative solution to taking on the next position that comes along.

Caroline Pigott, Owner and Founder of VIP Assistant Solutions, opened her virtual doors to businesses, big and small, offering a time and money-saving alternative to the typical on site staff member.

“The services our company offers is a definite benefit to businesses who have had to lay off full-time employees however still find themselves swimming in a sea of work or who simply need assistance marketing in a time when many consumers are taking a back seat. We provide them with more time to focus on their main priority, their business, and at the same time help them save money, office space and stress.”

Caroline believes the need for virtual assistants will quickly grow in popularity as the economy continues to decline. “People who find themselves suddenly out of work, but possess marketable skills and education, should consider virtual assisting” she says, “the start-up costs are low compared to most small business start-ups and marketing can be done mainly online, where many of your clients can be found. You have the potential to have clients from all over the world, rather than having to stay local. Not to mention, being able to work out of the home, provides flexibility for individuals who have small children, disabilities or who simply wish to run a successful and mobile business.”

With a degree in Sociology from the University of Waterloo and a post graduate Certificate in Corporate Communications from Centennial College, Caroline opened VIP Assistant Solutions with over six years experience working in the Communications and Administrative field.

As a Virtual Assistant, Caroline helps businesses save on costs often associated with onsite staff including: holiday pay, benefits and taxes, and equipment. Caroline is only hired when she is needed, therefore working on a pay-as-you-go basis. She works from her own office, using all of the necessary tools including email, internet, phone, fax, and software such as Skype and Constant Contact to keep in close contact with clients and help businesses grow and prosper.

Based in Toronto Ontario, VIP Assistant Solutions serves clients from all over the United States and Canada. With Caroline's professional background in Communications, she incorporates both communications and administrative services into her business. Services include: travel arrangements, data entry, report and presentation preparation as well as Press Release writing, article writing, newsletter preparation, and even event assistance.

VIP Assistant Solutions is an entrepreneur's and business owner's invisible partner and valued assistant. Although it may be a new term, Virtual Assistants are a rising commodity, especially during an economical recession.

About VIP Assistant Solutions

VIP Assistant Solutions is a full service virtual assistant company, offering small business owners with outsourced administrative and communications services. VIP Assistant Solutions is dedicated to helping small business owners, from across the globe, save valuable time and money often associated with hiring onsite staff. You can find out more about Caroline Pigott and the services she offers by visiting her website www.vipassistantsolutions.com.

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Contact: Caroline Pigott, Founder and Owner 1-888-908-8861

www.vipassistantsolutions.com

Email: info@vipassistantsolutions.com