

## PRESS RELEASE

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For Immediate Release



**Changing the world for children  
with genetic disorders**



### **Jeans for Genes chosen as official charity of office\***

*Children's charity to benefit from brand new event for PAs and Office Managers*

Jeans for Genes has been chosen as the official charity of office\*, the essential new event for PAs, Executive Assistants and Office Managers.

office\* is aimed at meeting the business needs and aspirations of today's modern office professionals and takes place on 21-22 September 2010 at Earls Court Exhibition Centre in London. Combining both an exhibition and conference, it will feature over 150 leading business suppliers, ranging from conference venues and office suppliers, to travel specialists and service providers, plus a 50-strong, 5-theatre, seminar and master class training programme.

Among the keynote speakers already confirmed to date are, top UK business woman and vice chairman of West Ham FC, Karren Brady, and Judi James, one of the UK's leading experts in body language and behavioural science.

Ali Mead, office\*'s Event Manager, says:

"Office professionals are key fundraisers for Jeans for Genes, so it made perfect sense for us to partner with the charity for our launch event. We're delighted to be supporting a charity which is so close to the hearts of our visitors."

Jeans for Genes is the UK charity raising money for children with genetic disorders, to provide the care they and their families need now and the research which could change their futures.

Offices around the country help the charity to raise an average £2.5million each year by taking part in Jeans for Genes Day. This Friday 1 October they will be leaving their suits and uniforms at home and making a donation to wear their jeans to work instead.

Caroline Harding, the charity's Chief Executive, says:

"We're delighted to be involved with office\* and we hope that visitors will come to see us at our stand at the show. The fundraising done by PAs and Office Managers is invaluable in helping to us to support crucial care, equipment, nursing services and ground-breaking research for children with genetic disorders."

### Ends ###

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#### **Notes to Editors:**

- Diversified Business Communications (UK) Ltd (Diversified UK) is a fast growing event organising and publishing company based in Brighton. In addition to office\*, Diversified UK also organises lunch!, Natural & Organic Products Europe, camexpo,

and the Independent Health Store Conference. The company publishes Natural Products magazine and the Natural Beauty Yearbook.

- Diversified UK is part of Diversified Business Communications, a leading international media company with a successful portfolio of sector leading exhibition, conferences, publications and websites.
- Jeans for Genes is a registered UK charity, no. 1062206.
- Jeans for Genes Day 2010 takes place on Friday 1 October and invites people to wear their jeans to work and school in exchange for a donation.
- 2010 is the charity's 15<sup>th</sup> anniversary and to date, it has raised £35million to help change the lives of children with genetic disorders.