



For Immediate Release

Summer 2004

Female Entrepreneur Lands Leading Role

ROCK AND RUBY Event Management launched by Company Director Gemma Stone is bringing a woman's touch to the special events industry. Gemma is fulfilling a long held ambition to start her own business, at one time it was all about a successful reputation, now a successful work-life balance is just as important.

Gemma's 10 years experience of event management and brand realisation, coupled with a love for work and a desire to succeed lead to the creation of ROCK AND RUBY. A variety of reasons spurred her on, including... independence, flexibility, and freedom from corporate limitations. But the most powerful reason of all is to create a secure and exciting future for her family.

The gap is closing between male and female entrepreneurs whether the driving force is personal satisfaction, life balance, broader horizons, respect in the industry, the excitement of growth or simply the ability to overcome the fear of failure, women are breaking the mould. ROCK AND RUBY aims to nurture and provide a secure future for a dedicated and likeminded staff, cultivate respectful relationships between staff and clients, find a better way to deliver services and make a difference.

Naomi Pope, former Events and Production Director of Regional Affairs for London Weekend Television, still remembers Gemma's claim that she would start her own events company in 5 years. One house, two children and only three and a half years later the claim has been sealed, ahead of schedule. "When Gemma interviewed with LWT I was taken with her passion for events and grit determination to be successful. I've never doubted her ability to create the right work/life balance to be a successful entrepreneur and mum "

But what of Gemma Stone's thoughts? She denies she is a workaholic, but admits she is afraid of waking up at 40 and wondering where her life has disappeared to. Asked what she would like to be doing in a decade, she says: "I've only ever wanted to be an Events Manager, so I'll be bringing the ROCK AND RUBY culture to the world." Then after a moment's thought, she adds, with a smile: "But the fantasy Gemma will be a Hollywood Star!".

Anything's possible where Gemma's drive and determination is concerned, but for now her starring role in ROCK AND RUBY's opening night will continue to thrill the audience.

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---NOTES FOR EDITORS---

1. About ROCK AND RUBY:

ROCK AND RUBY, based in the South East of England, was established in early 2004 by Gemma Stone to bring creative, unforgettable and bespoke events to both corporate and private customers. The Directors collectively have 16 years experience of event and project production in the corporate and broadcast media entertainment industries, plus the not-for-profit and public sectors. Supporting the core staff is a highly qualified cross-section of professionals.

ROCK AND RUBY'S company culture is one of understanding, trust, friendship, communication and respect. One of the many initiatives in place to foster imaginative approaches to work is the ROCK AND RUBY Critical Council; the members are exceptional in their industries and meet every quarter to discuss progress, ideas and the future. The company has customers worldwide, with its key market in Great Britain and Ireland. Visit <http://www.rockandruby.com> for further information on the company.

2. About Gemma Stone:

Director Gemma Stone, 27, is well respected as an expert in Event Management. Her extensive experience in the field has its foundations rooted in some of the countries A-list events, having worked with some of the biggest names from the worlds of TV, Film, Music, Theatre, Fashion Arts, and Industry.

Gemma Stone's previous events include The South Bank Show Awards, ITV's BAFTA Drinks Receptions, the British Comedy Awards Party, The National College for School Leadership First Annual Conference and the Whose London? Film and Video Festival.

Gemma lives with her partner and their two sons just outside London.

3. ROCK AND RUBY Director Gemma Stone and other representatives of the company are available for interview. We are a media friendly company!

4. Additional quotes about Gemma Stone and ROCK AND RUBY Event Management can be downloaded at <http://www.rockandruby.com/#SomePeopleSay>

5. A full resource for the media (Press, TV, Radio, Online) is available at <http://www.rockandruby.com/#PressRoom>

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PICTURES AND ROCK AND RUBY LOGOS ARE AVAILABLE ON REQUEST. Or you can download a sample logo and picture of Gemma Stone at <http://www.rockandruby.com/#PressRoom>

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For further information, or to discuss your feature, please contact our Press Officer...

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