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FOR IMMEDIATE RELEASE

From “The Today Show” to Your Own Backyard Virtual Assistance Grows in Popularity

NEW CUMBERLAND, PA (May 25, 2007). The Today Show on NBC aired a story on May 24th about a new way to work from home. They featured Colorado-based virtual assistant, Karen Reddick. Video of that story can be viewed here: [The Today Show - Virtual Assistants](#)

Virtual Assistants are also thriving in the Susquehanna Valley! Corie Stewart owns and operates [Core Office Solutions](#), a generalist Virtual Assistant firm based in New Cumberland, PA. Lauren Hidden owns [The Hidden Helpers](#) providing editorial and ghostwriting services, also based in New Cumberland.

Virtual assistants, or VAs, are entrepreneurs who provide services remotely working from their home offices. Depending on their specialties, they may offer general administrative support, meeting planning, travel arrangements, writing services, web design, email marketing, database management, or bookkeeping. Because virtual assistants are independent business owners and work off-site, they save their clients the overhead of having an employee. It’s the perfect partnership for entrepreneurs, businesses or corporations who need ongoing help or an extra pair of hands for special projects.

Modern technology has allowed people the freedom to seek new employment opportunities, allowing them to spend more time at home with their children, distance themselves from the rat race and experience the satisfaction of being business owners. This was especially important to Corie Stewart. Widowed in 2001, Corie longed to leave behind the 12-14 hour workdays to be more available for her school-aged son. Having spent many years as an executive for non-profit organizations, when the opportunity presented itself to work from home, she jumped at it.

Coincidentally, that opportunity presented itself as Lauren Hidden of The Hidden Helpers. Both Shippensburg University alumni, Corie and Lauren first met in the early 90s, but had lost touch over the years. Lauren has been in business since 2000 and was quick to offer support and ideas on how to work from home and start a business.

Home-based business is a \$427 billion a year industry. Economic trends predict that the number of home-based businesses will continue to grow in the coming years. Virtual Assistance is on the cusp of that trend as more entrepreneurs and businesses learn how they can achieve more success with the help of their VA.

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