

Press Release

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Inspireyourlife™, A New Inspirational Text Messaging Service

inspireyourlife™, A new inspirational text messaging service launches with Jazz FM and Premier Station radio campaigns

----Begins----

Inspireyourlife™ <http://www.inspireyourlife.com> is an exciting new text messaging service that seeks to motivate and inspire people by delivering inspiring quotes and messages that can help boost confidence, self esteem and develop/maintain a positive mental attitude; making it easier to deal with the challenges of every day life.

Inspireyourlife™ is a UK based company and the service will be launched on the 6th of June 2002 and supported by a radio advertising campaign on Jazz FM 102.2 and Premier Radio Station (1305, 1332, 1413 MW). The service will be accessible to all mobile phone subscribers in the UK.

To the best of our knowledge, Inspireyourlife™ is the first to utilise text messaging and the versatility of the mobile phone in an inspirational context, and that is what makes it unique! The text messages are a compilation of quotes / statements from renowned individuals such as Richard Branson, Oprah Winfrey, Goethe, Martin Luther King, Albert Einstein, Mohammed Ali, Mother Teresa and Aristotle. The service also provides quotes from the Bible.

“inspireyourlife™ will further increase the significance of the mobile phone, by providing a service that could be fundamental to our ability to deal with the challenges of modern day life. This service is well placed to be a good source of encouragement to subscribers, and could help brighten their day and keep them motivated.” says Susanne Mornan-Vaughan, founder of inspireyourlife™.

The service will deliver 2 text messages per day, one in the morning and one in the evening for a period of 31 days. Registration will take place by premium rate telephone number. The call will last approximately 3 minutes and cost £4.50, which covers the cost of subscribing to the service for 31 days. The subscription will commence within 48 hours after registration.

The user will have the option of subscribing to any of the 5 message categories outlined below:

- Confidence Booster - Secrets to Success - Stress Buster - Love & Relationships - Inspiring Quotes from the Bible

To register for this service call 0906 664 8484. For further information visit <http://www.inspireyourlife.com> or email <mailto:info@inspireyourlife.com>

----Ends----

----Notes to editors----

This press release is available in PDF, plain text and Word formats.

About inspireyourlife™:

About the founder of inspireyourlife™, Susanne Mornan-Vaughan

Susanne Mornan-Vaughan BSc, MSc, MBA., works for a management consultancy as an e-Business Consultant. She is also an Editor, Motivational Speaker, Youth Worker and Life Coach. Susanne's passion for inspiring and motivating others has culminated in the establishment of inspireyourlife™. She sees this as a manifestation of her reason for being, which is to motivate and inspire people to achieve their purpose in life.

After graduating from the University of London, Susanne has worked with a number of renowned organisations at the leading edge of new developments in the financial services, marketing and media industries respectively, who have pioneered the use of new technology to conduct business e.g. the development and deployment of 'Cahoot.com', Abbey National's Internet bank.

----Contact----

inspireyourlife™

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