

Media release

For immediate release

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Entries now open for the Enterprising Rural Women Award 2012

Winning the Supreme Award in the RWNZ Enterprising Rural Women Award 2011 gave Marlborough cheese maker extraordinaire, Lisa Harper, a real confidence boost, and she would strongly recommend rural businesswomen enter the upcoming 2012 Awards.

Entries are now open for the Enterprising Rural Women Award 2012, which is a great opportunity for women to raise their business and media profiles and promote their products and services.

"We know that women face extra hurdles operating a business from a rural location, but we also know that they are incredibly resourceful, especially using social media and technology to make distance less of a barrier, and we want to celebrate that success," says Liz Evans, Rural Women New Zealand's National President.

"That's one reason we've introduced a new award category this year, the FlyBuys Online Business Award, for women who are largely carrying out their business via the internet."

The 2012 Enterprising Rural Women Awards will also include a Telecom North Island business award and an Access Homehealth South Island business award.

A Supreme winner will be chosen from the three category winners, and announced on 21 May 2012 at the Rural Women New Zealand National Conference, to be held in Hawera, Taranaki.

Winner of the 2011 North Island award, Maria-Fe Rohrlach, of merino baby products company Nestling Limited, says the business she runs with her sister, Bernadine Guilleux, has had a real boost as a result of their win this year. She also recommends women enter the 2012 Awards.

"Entering the RWNZ Enterprising Rural Women Award 2011 has given us more momentum in the marketplace, both in New Zealand and overseas. As a direct result we have had sales opportunities and doors open in Germany and the Netherlands.

"Overall it has been a period of personal and professional growth since winning and we would highly recommend all rural women in business apply. It is worth it!"

Entries for the Enterprising Rural Women Award close Friday 16 March 2012.

Further information and entry forms are on the Rural Women New Zealand website www.ruralwomen.org.nz or by calling (04) 473 5524.

Photos: Photos available of last year's winners on request.

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