

Client: Business Link Yorkshire
Source: The Doncaster Star (Main)
Date: 26 August 2011
Page: 34
Reach: 2485
Size: 280cm2
Value: 711.2



Mums are going for growth

PEOPLE in South Yorkshire are investing in their own health and fitness even though money is tight, according to two Sheffield 'mumpreneurs.'

Mother of two Farah-Naz Khan, from Yoga4UK, and mother of one, Aimee Rogers, of Revitalize Fitness are both launching new projects and activities on the back of the interest they have seen.

Farah, a former South Yorkshire winner of the Best Start-Up Social Enterprise Awards, has just launched Roary and Friends, an online yoga club for children, building on the success of her yoga courses for mums-to-be, nurseries and workplaces where employees are looking to improve their work-life balance.

She has also launched a personal colour analysis service which provides advice to women on the colours of clothes, accessories, make-up and hair to suit them.

Aimee, who has a degree in sport and exercise science from Sheffield Hallam University, launched her business specialising in weight loss and various health conditions after

BOB RAE

Industrial Editor

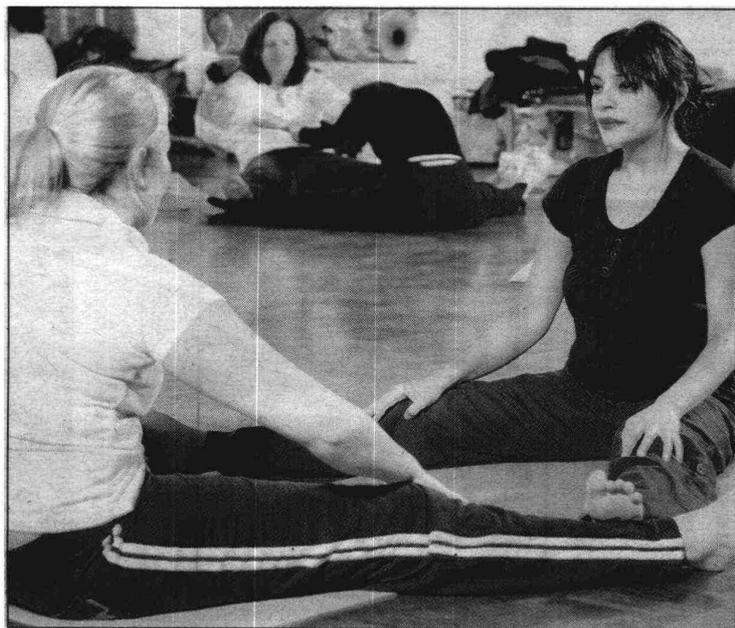
being made redundant, has teamed up with Wisewood Sports Centre and Hillsborough Children's Centre to launch a new fitness project for women under the age of 25.

Both women have been helped to set up and expand their businesses by **Business Link Yorkshire**.

Aimee said: "I was a bit nervous that people would not want to invest in personal fitness as many were being made redundant or having their wages frozen."

"I attended Business Link's 'Starting a business - is it for me?' workshop and found it extremely useful in preparing me for becoming self employed. My adviser also gave me the confidence to take the plunge and start trading. I'm finding that people are keen to invest in their health."

Business Link Yorkshire's Suzy Cornwell Ball said: "It has been a real pleasure to watch two working mums grow their business and succeed."



Mumpreneur: Farah-Naz Khan, right, teaching yoga at Dobcroft Infant School