

# **XERO CLIMB ABOARD TO HELP THOUSANDS OF MUMS ON A MISSION TO THE MOON**

**FOR IMMEDIATE RELEASE**

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Multi award winning, accounting software firm Xero have boarded the Mums Enterprise to join a mission to help thousands of mums 'Shoot for the Moon'.

In 2016 two mums launched the Mums Enterprise Roadshow with the mission of changing the work and business lives of mums for the better, forever. Through child-friendly, business exhibitions aimed at helping those wanting to start-up, grow a business or those unsure of their options when the 9-5 doesn't work for them.

With two pilot exhibitions held in the summer of 2016 the events have been described as 'life changing' by attendees. Captain, Lindsey Fish and First Mate, Lucy Chaplin have huge ambitions to take the events to thousands of mums across the UK with the next stop being Brighton in February 2017.

With the 'Mum Economy' movement gathering pace Xero recognised the roadshow as an opportunity to give those mums in attendance a real boost; "At Xero we're passionate about helping small businesses grow, so it felt natural to support Mums Enterprise - a wonderful series of event across the UK to help boost our nation of entrepreneurial mums to success" commented Darren Upson, Xero, Marketing Director

The next event takes place in Brighton on Thursday 23rd February at the AMEX Community Stadium, is totally free to attend and has over 350 talented mums already signed up ready to start their own missions to the moon . It will then head to London and Birmingham later in 2017. The exhibition is the only event of its kind to deliver the comprehensive content of a national business exhibition, in a child-friendly environment to talented mums in easy to access regional venues.

Founder Lindsey comments: "The Mums Enterprise Roadshow will help facilitate the growth of the Mum Economy in the UK, increasing the number of businesses launched by mums and the continued success and growth of parent owned businesses. We are the organisers but are in the same shoes as the attendees as we strive to make our startup work. It's the amazing partners and exhibitors like Xero who can truly help our attendees succeed we just bring them all together. "

The roadshow is free for mums to attend with no obligations or forced sales pitches, space is limited and attendees do need to register. For more information visit [www.mumsenterprise.events](http://www.mumsenterprise.events)

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About Mums Enterprise

Mums Enterprise Ltd is a social enterprise which endeavours to help facilitate the 'Mum Economy' in the UK through regional child-friendly business exhibitions. Founded by two mums after their own experiences of work and business after babies the events will help change the work and business lives of attending mums, for

the better forever by offering inspiration, opportunities, services and products in an informal and inspirational atmosphere with a focus on providing attendees with the tools and know-how to take action.

Contact:

Lindsey Fish

Founding Director

Tel: 01923 5922255

Email: [Lindsey@mumsenterprise.events](mailto:Lindsey@mumsenterprise.events)

About Xero

Xero is beautiful, easy-to-use online accounting software for small businesses and their advisors. The company has over 862,000 subscribers in more than 180 countries. Xero seamlessly integrates with over 500 apps, and was ranked No. 1 by Forbes as the World's Most Innovative Growth Company in 2014 and 2015.

Additional Information

Read the Xero Blog [www.xero.com/blog](http://www.xero.com/blog)

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Media contact:

Emma Izatt, Xero

+44 (0)7738 981 930

[emma.izatt@Xero.com](mailto:emma.izatt@Xero.com)

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## About Mums Enterprise Roadshow

[www.mumsenterprise.events](http://www.mumsenterprise.events)

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### Press Contacts:

**Lindsey Fish** *Founding Director*

Tel: 01923 592255

Email: [lindsey@mumsenterprise.events](mailto:lindsey@mumsenterprise.events)

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