

## **Vitis PR director wins top women's enterprise award**

**06 June 2008, Solihull.** Ranbir Sahota, Director of Vitis Public Relations in Solihull has won a prestigious Prowess Business Award, in the regional Ethnic Minority Business Woman of the year category.

Vitis Public Relations is a virtual PR company for the technology sector. Ranbir started the business after having moved from London to the West Midlands in 2006. She quickly noticed a gap in the market for a PR consultancy for the growing number of technology companies based in the West Midlands region. According to one client "Vitis PR is a fantastic business model and just what the industry had been crying out for".

Ranbir said: "Winning this award is a fantastic accolade. I am very proud to be amongst the fabulous business women who were nominated for this award and who are making a real difference to the UK today."

Erika Watson, Prowess Executive Director said: "We received over 300 nominations, many of which were of an exceptionally high standard. Ranbir is to be strongly congratulated for her achievement".

Jackie Brierton, Director of the Birmingham-based Women's Enterprise Centre of Expertise (WECO) who sponsored the award category said: "Ranbir is a great role model for West-Midlands women, she has drawn on the strengths of our regional economy to create and grow a dynamic cutting-edge business".

The Women's Enterprise Centre of Expertise is supported by Advantage West Midlands.

The Prowess awards, now in their 4th year, are unique in celebrating all those who contribute to the growth of women's enterprise throughout the UK, including: the inspirational business women who support and motivate others, the business support advisers and mentors who provide exemplary advice and encouragement and the researchers and journalists who support the sector through compelling and progressive ideas.

Leading women entrepreneurs supported the awards as judges. They included: Penny Newman of Café Direct, Joy Nicholls, CEO of Nichols Employment Agency and Lynne Franks, Founder of the SEED Women's Enterprise Network, who says "The sense of empowerment that is achieved by becoming an entrepreneur is life changing and these awards celebrate all those who are inspiring and supporting women to achieve that goal. Encouraging women to reach their full potential in business and life is an on-going passion of mine"

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