

Press Release - For Immediate Release

Tuesday 21st July 2009



The Nation's Car Cleaning Service

www.bubblesqueak.uk.com

Contacts: James Good & Kathy Whitehead

020 8816 7717

hello@bubblesqueak.uk.com

Free-To-Use Brand Helps Unemployed To Earn

Bubble Squeak is a brand new social enterprise that aims to enable some of the 2.38 million unemployed people in the UK to earn a living and pay their bills. We are encouraging people to grab a bucket, clean cars and earn their living with the power, confidence and backing of a national brand.

We've created a free-to-use brand identity and have secured sponsorship deals to provide materials, uniforms and marketing materials in order to eliminate start up costs and enable Car Cleaners to run their own micro-businesses.

The whole idea of Bubble Squeak is about applying the rules of branding and marketing to no-frills car cleaning. We're hoping that the idea is simple enough to be achievable and therefore help those that need it most... immediately.

The services of Bubble Squeak are pitched at every car owner that just wants their car kept clean. A very simple, no-frills hand wash for about a fiver with an optional polish.

Bubble Squeak is a not-for-profit brand and it is completely free to become a Bubble Squeak Car Cleaner. We are now asking for your help to find a Car Cleaner in every town throughout the UK. We believe that Bubble Squeak could help as many as 2000 people, but our immediate target is to **enable 100 unemployed people to earn their own living... Now!**

KEY FACTS

- Bubble Squeak is a not-for-profit social enterprise.
- Our tagline - The Nation's Car Cleaning Service.
- Completely free-to-use brand. No joining fees, no ongoing fees... no fees full stop.
- Available to any unemployed person who wants to earn their own living.
- This is a self-employment, micro-business opportunity.
- Sponsors are providing equipment, uniforms and promotional materials free-of-charge.
- There are zero start-up expenses.

- Every penny earned goes directly towards the Car Cleaner's own income.
- We're looking for local level sponsors including bookkeepers to provide self assessment tax returns.
- Immediate target = Enable 100 people to earn their own living immediately.
- Full potential = Enable as many as 2000 unemployed people throughout the UK to earn their own living.
- We need to find Car Cleaners that need this opportunity to pay their bills and feed their families... Now.

For further information please visit our website www.bubblesqueak.uk.com or contact James Good or Kathy Whitehead on 020 8816 7717.

Logo files and photographs can be downloaded from the media page on our website.
www.bubblesqueak.uk.com/media