

# Award-winning Mumpreneur helps give other Mums flexible careers

Submitted by: [www.whatson4littleones.co.uk](http://www.whatson4littleones.co.uk)

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Sam Willoughby from Hampshire is Mum to 4 year old Alice and winner of Practical Parenting magazine's Business Parent of the Year Award 2007. Sam founded and has managed the award-winning website [www.whatson4littleones.co.uk](http://www.whatson4littleones.co.uk) sponsored by Organix for the past two years.

Now Sam has launched [www.whatson4schoolkids.co.uk](http://www.whatson4schoolkids.co.uk) sponsored by pioneering food company Whole Earth Foods.

Sam explains "My own daughter Alice starts school in September and I find myself in a similar situation as I did two years ago that prompted me to create [www.whatson4littleones.co.uk](http://www.whatson4littleones.co.uk) - how do I find out what activities Alice can do after school? The answer is [www.whatson4schoolkids.co.uk](http://www.whatson4schoolkids.co.uk) – classes, groups and clubs for children aged 5 to 12 years!"

Sam has always employed a small team of Mums working flexibly from home and the new website also means that Sam can give a flexible career to one of these Mums. Zena Scott from Kent has worked with Sam for 2 years, starting in sales, then managing the sales team and now she is the boss of the new website.

Zena still works at home and fits her hours around her two children, she says "It's a perfect job for me and for any Mum and now I have a new role to really get my teeth into."

Sam said "Zena is a complete star and I'm delighted that I can give her this opportunity, she's certainly proved that she ready for the challenge of running the whole website!"

Another Hampshire Mum, Sarah Keast, has also worked with Sam for 2 years and recently quit her weekend job near Heathrow as she could take on more hours supporting the new website. Sarah now doesn't need to travel up the M4 at the weekends and spends more time with her two young children.

Sam is planning a third website launch in the autumn and another Mum is getting ready to take on the challenge of running her own website. In preparation for her new role, Erica Kerby is currently learning the ropes by managing Sam's sales team of Mums from across the UK.

To find out more about Sam Willoughby and her team of Mums please contact her on 05600 703224 or email [sam@whatson4.com](mailto:sam@whatson4.com).

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Notes to Editors

## 1. About What's On 4

What's On 4 was founded in March 2006 by Sam Willoughby, a Mum with a young baby who wanted a flexible but rewarding career. Before-baby, Sam delivered key projects within the financial services industry and on-line directories.

Initially Sam launched [www.whatson4littleones.co.uk](http://www.whatson4littleones.co.uk) to address a personal need for an up to date and comprehensive directory of activities for children under 5 years. Within 18 months the website became the most comprehensive national on-line directory for activities and classes for babies and young children. Organix have now sponsored WO4LO for 3 years.

In 2007 the website won 2 awards, the Hantsweb Special Interest Website 2007 and Inspire07 E-business of the Year. And Sam was also named Practical Parenting magazine's Business Parent of the Year 2007.

For more information go to [www.whatson4.com](http://www.whatson4.com)

## 2. About Organix

Organix is a 15-year-old pioneering children's food company making organic foods for babies and young children. The company is based in Christchurch, Dorset. Company founder Lizzie Vann was one of the team that initiated the pioneering Food for Life School Meals programme for primary schools. Organix was created to campaign for better quality children's foods and exists to ensure that healthy eating for children is made as simple as it can be to offer parents a range of healthy children's foods as an alternative to the conventional foods on offer.

We believe that children need safe, nutritious and wholesome foods. What they eat affects not only their daily well-being but also their long-term growth and development. Organic children's foods give children a better start in life, developing healthy bodies and avoiding diet related problems including heart disease, obesity and anaemia. We hope to provide a good example to other children's food companies by emphasising the benefits of healthy eating for children. We do this by setting the highest standards in nutrition, food quality, honest labelling and responsible promotions.

For more information go to [www.organix.com](http://www.organix.com)

## 3. About Whole Earth

The Whole Earth story began in 1967 when Craig Sams and his brother Gregory opened Seed, a pioneering vegetarian and organic restaurant in Paddington, London.

As demand for this food increased, they created a new company, Whole Earth, to pioneer the production of organic foods with great taste to a wider market.

Whole Earth is a range of organic and natural products including cereals, peanut butter and sparkling drinks.

For more information go to [www.wholeearthfoods.com](http://www.wholeearthfoods.com)