

Businesswoman Tackles Discrimination with Show Racism The Red Card

Submitted by: Butterfly PR

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Director of Butterfly PR, businesswoman and life coach Lydia Frempong has given her full support to Show Racism The Red Card, the anti racism charity by becoming their Patron. Following her work with actors Shane Richie and Tamer Hassan on a successful fundraising campaign. Frempong has elected to further her support for this vital and relevant cause by becoming an active and integral participant in their battle against racism in sport and beyond.

Established in 1996, Show Racism The Red Card has worked extensively to promote equality and anti-racism through enabling role models from all professions to deliver their message, particularly to young people. This inspiring strategy has been incredibly successful, garnering support from Patrons in all sectors: from professional footballers including Dave Bassett, Ryan Giggs, Thierry Henry, Rio Ferdinand to media figures such as Doreen Lawrence, Patrick Monahan and Ava Vidal. Frempong's entry to this exclusive and influential group represents her determination to make a positive difference as a role model, and to work with those most vulnerable and susceptible to being affected by racist behaviour.

Butterfly PR's past work with organisations such as Happy Soul Festival, International Women's Day and Grief Encounter has been incredibly successful and received wide praise. Butterfly PR formed a partnership with Show Racism The Red Card to develop a strategic awareness campaign and the management of the Celebrity Soccer fundraising event.

The Celebrity Soccer event was also a huge success. High-profile personalities such as Tamar Hassan, Shane Richie, Chucky Venn, Jeff Brazier, Jason Euell and Omid Djalili competed in a match at Bromley FC, followed by a dinner and charity auction. The entire event received an impressive level of attention from the media, national press, sponsors, celebrities and the public, and raised over £3000.

Frempong's patronage marks a distinct move towards an even more active role in the PR and development of vital campaigning.

Frempong said: "it's both an honour and a privilege to become a Patron and support Show Racism The Red Card; their work is relevant and always will be. In an ever-increasingly diverse society, we need to understand and value different cultures".

Ged Grebby, Chief Executive of Show Racism the Red Card said: " We welcome Lydia as a newest Patron, her energy and enthusiasm shone through in her work for our anti racism campaign. We are indebted to her for raising much needed finance for our campaign.

END

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About Lydia Frempong:

Lydia Frempong has never been interested in following the crowd.

As a self-made entrepreneur and business woman, she forged a path straight out of college and into the media industry. In only four years working at Media Trust, Lydia attracted over 300 new clients and generated over £1million worth of revenue from scratch.

Lydia then threw herself into the creation and development of her own business, Butterfly PR, which has been responsible for the success of myriad personalities, events, organisations and partnerships. In 2011, she was presented with the BITC “Leadership in the Workplace Award” and described as “Britain’s most enterprising charity worker” in the resulting press articles.

In this relatively short timeframe, Lydia has developed a strong base of respect and recognition for her ability to transform the way in which leaders run their businesses. She has invested her time and energy in connecting charities with celebrities and businesses; through her work in the Charity Sector, Lydia has recently become a Patron of Show Racism the Red Card.

Now, Lydia wants to focus on giving other people the psychological tools needed to be successful, through her work as a Confidence Coach. Having achieved her Life Coaching Diploma from Cambridge University, Lydia works with clients from a diverse range of backgrounds including celebrities, entrepreneurs, industry professionals and housewives, assisting them in addressing multitude of issues in order to unlock potential in their professional and personal lives.

As a Confidence Coach, Lydia is passionate about developing the potential in people, and has a particular interest in coaching young people aged between 14 - 25 to develop professionally and emulate her success.

Lydia wholeheartedly believes in the power of coaching as one of the most rewarding forms of self-investment, saying “there’s a real perception barrier regarding coaching. Many people in the UK would shy away from what they saw as an activity best suited to American extroverts. In fact, coaching is a crucial tool in helping people to fulfil their fundamental desire to live a better life; tell me what you want or where you want to go and we’ll get you there!”.

She frequently talks on the conference circuit and appears on key industry panels such as the Ernst & Young, Future 100 Awards and Channel Four- 4Talent Roadshow. As a regular contributor to National & Local radio productions, Lydia has also written prolifically for titles such as The Charity Times and RWD Magazine.

About Butterfly PR:

Butterfly PR is a bespoke agency working with organisations and individuals to raise profiles through tailored public relation campaigns, media training, life coaching and events. It specialises in creating

communication platforms to ensure that clients stand out from the crowd.

Butterfly PR's experiences team of associates have more than 20 years' experience of working for major broadcasting companies such as the BBC, ITV, Channel 4 and Sky as Producers, Directors, Journalists and Presenters. Together, the associates are committed to transforming communications, and passionate about collaborating with clients to maximise their potential.

Butterfly PR's previous clients have included celebrities such as Nicola Tappenden, Tommy Gray, Tamar Hassan and Jeff Brazier, media outlets such as Channel 4 and RWD Magazine, and major third sector organisations such as Pancreatic Cancer Action and Business in the Community. To find out more or to make an enquiry, please visit <http://butterfly-pr.co.uk>

About Show Racism The Red Card

Show Racism The Red Card is an anti-racism charity, established in January 1996, which produces educational resources that harness the high profile of professional footballers to combat racism throughout society. Their materials are very accessible, and have been extremely effective to date. Over the years they have increased the range and quality of their resources; however, the central resource remains the 'Show Racism The Red Card' film, which features professional footballers.

One particular success of the organisation is its pool of patrons, which is largely made up of professional football players and other relevant professionals. Events and activities with football clubs allow young people to interact with these inspiring figures, and are a distinct highlight of the work of Show Racism The Red Card. To find out more or to make a donation, please visit <http://www.srtrc.org>