



## PRESS RELEASE

### Silk Purse Founder Wins Award



*February 22, 2007* - Lorraine LaShell, co-founder of Silk Purse, LLC, has been awarded the New Jersey Association of Women Business Owners (NJAWBO) Passaic County Businesswoman of 2007. This award honors a woman business owner who has distinguished herself in her business, in NJAWBO, and in her community.

There are more than 228,000 businesses in New Jersey that have a majority ownership by women, and another more than 290,000 privately held firms that are at least 50% women owned.

Supporting and encouraging this powerful group of women is the goal of NJAWBO.

Silk Purse publishes a quarterly magazine for women 40+ in New Jersey. More than 60,000 women read about issues that resonate with them and their unique circumstances. The pages of *Silk Purse Women* are filled with information on such topics as professional challenges and successes, philanthropic opportunities, care giving tips, living longer healthier, and much more.

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