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Home-based Entrepreneurs Declare “Doing Business in Your Bathrobe Day”

Centennial, CO - Local entrepreneur, Karen Reddick, MVA gears up for the fourth annual "Doing Business In Your Bathrobe Day" in February.

The bathrobe has become the new symbol of freedom for the over 4.5 million people who no longer work in the conventional corporate setting. These are the brave entrepreneurs who have taken back control of their lives. They don't worry about commuting, traffic jams, office bickering, or rushed lunches, yet they're still very successful.

Kristie Tamsevicius, co-founder of WebMomz.com, a site that empowers women who have chosen to work at home says that this is a lifestyle that offers all the flexibility they need as moms plus the satisfaction of a successful career. "It's no longer a lifestyle just for women," says Tamsevicius. "Working at home is an adjustment and anyone who undertakes it needs a support system."

This year's day of celebration is February 13th (always the second Monday of February). The event has a new sponsor - InternationalRobes.com. Although not every home-based businessperson wears a bathrobe all the time, this garment has taken on the proud symbol of office for the stay-at-home legions of workers. InternationalRobes.com's sponsorship is a good tie-in for a couple of reasons: First, they sell bathrobes. But second, and more importantly, it was founded by two entrepreneurs who know what it's like to work in a bathrobe.

The folks at International Robes are so enthusiastic about Do Business in your Bathrobe Day, they are sponsoring WebMomz' annual "Biz in Bathrobe" contest. The prize? One of five luxury bathrobes, of course.

Karen Reddick of V-And-E-Services, a Colorado home-based virtual assistant has been working out of her home office in Centennial, CO since 2001, providing virtual assistance to small businesses and entrepreneurs. "I believe we will continue to see this work-from-home trend grow rapidly in the years to come." says Karen. "The Biz in the Bathrobe Day will help promote our industry and recognize those who make their living working virtually."

Additional information on the festivities planned for the day and about the WebMomz/InternationalRobes prize can be found at www.webmomz.com or by contacting Kristie Tamsevicius at 847-244-8450.

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