

GOLDEN GOOSE PR

“ During my ‘Journey to 2012’ fundraiser for the PSP Association, Golden Goose PR impressed me with their hard work and professionalism. The publicity they generated for the charity before and after the event exceeded our expectations. ”

—

Lord Coe

Chairman of the British Olympic Association



# GOLDEN GOOSE PR

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## Rocking Horse Club



SUZANNAH



# We stole the show at the Jubilee



**FT**  
FINANCIAL  
TIMES



**GOLD LION  
WINNER  
2013**

**PR WEEK  
BEST  
LIVE EVENT**



Royal waves . . . boat sails past Thames pic

**MA'AM'S  
LENGTH**  
A WORKER abseils in front of the Queen's face to apply the finishing touches to the largest ever photograph of the Royal Family.

**THE  
Sun**

**The Daily Telegraph**

**QUEEN SIZE** LARGEST EVER FAMILY PICTURE INSTALLED BY THAMES FOR CEREMONIAL PARADE



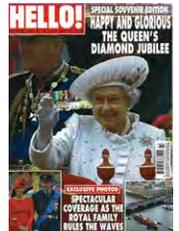
The largest ever photograph of the royal family — measuring 100 metres by 70 metres — has been installed on the front of Sea Containers House on the South bank of the Thames. It shows the Queen at Buckingham Palace during the 1977 Silver Jubilee.

**Jubilee sends royals' popularity soaring**

Russ Lydall  
Royal Correspondent  
THE Queen's Diamond Jubilee year has seen the royal family's popularity soar to its highest point in recent history, a poll revealed today.  
It also shows the huge popularity of the Duke of Cambridge among young Britons, with more than half of women aged up to 34 believing he should become the next king.  
The ICM Guardian poll found that 69 per cent believed Britain would be worse off without a monarchy, compared with 22 per cent who thought the opposite.  
The 47-point margin is the largest recorded by ICM on the 12 occasions it has asked the question since 1997, when there was a surge in support following the death of Princess Diana.  
However, today's poll is less good news for the Prince of Wales — more people believe the crown should skip a generation on the Queen's death or abdication.  
According to the poll of 1,000 adults, 20 per cent believe Prince Charles should become king, and his level of support increases from 25 per cent among 18 to 24-year-olds to 41 per cent of those aged 65 and older. By comparison, 55 per cent of women believe William should become the next monarch, compared with 41 per cent of men.  
Support for William is highest among the 18-24 (57 per cent) and the 25-34 (56 per cent) groups, and in the lower C1, C2 and D6 social classes.  
A survey by MoneySupermarket estimates Britons will spend £12.5 billion celebrating the Diamond Jubilee, compared with £480 million they planned to spend on the royal wedding.



Royal flag: A giant Union Jack was unveiled at Heathrow today to celebrate the jubilee



**London  
Evening  
Standard**

**CNN**  
**the guardian**

**BBC  
LONDON**

We're the go-to  
agency for  
sustainable news

## Red Nose company leads way with food-safe plates from recycled bottles

The company behind the first plastic rulers, fake pearls and Comic Relief red noses has had yet another breakthrough – food-safe cups and plates made from 100pc-recycled plastic bottles, lids and milk cartons, writes *Louisa Peacock*.

Invicta Plastics has beaten global competition to create the first rigid and durable products made wholly from plastic bottles, lids and milk cartons, following four years of research and millions of pounds of investment.

The low-cost, injection-moulded items are free from stabilisers and “new” polymers – helping to protect the world’s natural resources – and can be used to make anything from cups and tableware to toys, marketing products, fashion accessories and educational equipment, the company said.

Coca-Cola, a long-standing client of Invicta, is among the first companies to test the new products, making a series of brightly coloured Coca-Cola glasses

out of the material. Other retailers, including Asda, are said to be exploring the potential of the invention.

Lady Onslow, chief executive of Invicta, which also counts Unilever and Reckitt Benckiser among its clients, said: “This puts Britain years ahead of other injection moulders,” he said. “The processes make moulding in recycled materials very cost effective and can lower carbon footprints significantly. They also radically reduce resource depletion because they can be recycled time and time again.”

Invicta can trace its roots back to 1946, when it invented a polymer and rubber mix to create durable soles for military boots. It went on to invent the first plastic ruler and fake pearls.

During the 1980s and 1990s, Invicta produced the first red noses for Red Nose Day – a contract it now hopes to win back by offering red noses made from 100pc-recycled plastic bottles.



Read the latest news of companies thriving despite the downturn  
[telegraph.co.uk/finance](http://telegraph.co.uk/finance)

“It is our mission to work with major brands to spread the word, help protect the world’s natural resources, save our customers and the consumer money and reduce carbon footprints.”

Many manufacturing businesses, conscious of their carbon footprint, already use a blend of new, or so-called

“virgin”, polymers with recycled polymers, but the split can be as little as 95pc virgin to 5pc recycled.

Liam Knowles, sales and marketing director at Greenpac UK, which develops green packaging, said no business should ever have to use virgin polymers again for these types of products.

“This puts Britain years ahead of other injection moulders,” he said. “The processes make moulding in recycled materials very cost effective and can lower carbon footprints significantly. They also radically reduce resource depletion because they can be recycled time and time again.”

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## Red carpet collection goes ‘green’ in Cannes

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## Recycling/ Coca-Cola tests Invicta's cups

By JAMES THOMPSON

The beverages giant Coca-Cola is testing the world’s first drinking cups made from recycled plastic water bottles ahead of a potential launch of the branded products next year.

Invicta Group, the Leicester-based plastic manufacturer, is also working with the grocer Asda on the use of recycled bottle tops and milk cartons to make merchandise, such as collection boxes, for sale in its stores.

Invicta said the breakthrough had taken almost four years of research.

The Countess of Onslow, the chief executive, said: “Never before have regular plastic drinking bottles, bottle lids and milk cartons been given a new life, such as becoming high-quality low-cost injection-moulded cups, plates and tableware, toys and marketing products, fashion accessories and socially responsible educational equipment in every colour without some sort of virgin polymer or stabiliser added – until now.”



The Countess of Onslow, chief executive of Invicta, with recycled cups

## The New York Times

PARIS – Stars mounting the steps at Cannes, sleeked in mermaid dresses, jewels sparkling like spindrift, are symbols of the Mediterranean movie festival.

For the ritual event this year, a new siren song will be calling to turn the red-carpet jervy green.

On Friday, Chopard, the sculptor of the Palme d’Or, or Golden Palm, trophy for the festival winners, plans to announce a groundbreaking partnership with the Alliance for Responsible Mining ARM, an organization that works to repair environments damaged by gold mining and helps scale miners sell their metal through a fair-trade certification program.

## VOGUE

By LIA FURTH

Livia Furth takes over the Green Style Blog during Cannes to launch her Green Carpet Challenge initiative with Chopard.

As you might have guessed by now, we at the Green Carpet Challenge (GCC) are an ambitious group!

Our work with *Green* at the start of this year, creating the world’s first zero-deforestation certified bags from Amazon leather, was only the beginning of our mission. Only a year ago, I would never have dreamt that today I would be in Cannes to launch the first Green Carpet Collection pieces for the high jewellery collection by Chopard. Together, we have created two

## TATLER



## Plastic fantastic: a green solution for the industry

Lady Onslow, top, with the Coca-Cola cups made out of plastic.

The family firm and thinking about environmental issues. “I was always the person who was into recycling and I’ve had to think on my feet to find a way to do this.”

The result she says, puts Invicta – and Britain – “years ahead of other injection moulders.”

While recycled plastic has long been used in products such as bottles, they previously had to be blended with new plastic to make them strong enough to use. “I want to make products that will last 20 years and that will go on a recycling plant to be recycled.”

Invicta’s low-cost injection-moulded items are free from “new” polymers – helping to protect the world’s natural resources – and can be used to make anything from cups and tableware to toys, marketing products, fashion accessories and educational equipment, the company said.

Coca-Cola, a long-standing client of Invicta, is among the first companies to test the new products, making a series of brightly coloured Coca-Cola glasses

## International Herald Tribune

A Cut Above JEWELRY

Red carpet jeweler goes ‘green’ in Cannes

Designs of Paris’ Chopard collection of gold rings



We launched the test  
for the ‘Ginger Gene’



# The Daily Telegraph

## 'Ginger gene' test to prevent fathers from seeing red

By Nick Collins, Science Correspondent

IT is the DNA test that would prevent any suspicion falling on the milkman should a child be born with an unexpected shock of red hair. Scientists will be offering couples saliva tests to see if they carry the "ginger gene" at an exhibition next month. About four in 10 people are thought to carry a variant of the MC1R gene that is responsible for red locks, despite not being flame-haired themselves. The test, available at the Who Do You Think You Are? Live exhibition at London Olympia, should mean that a future red head in the family would be no surprise.



## GENETICS Test detects ginger DNA for parents

COUPLES who want to know if they could have ginger babies are being offered red hair-detecting DNA tests. Ginger gene carriers can have redhead babies even if



# DNA test that reveals whether you carry the ginger gene

COUPLES are being offered DNA tests to see if they are carrying the 'ginger gene'. Organisers of a heritage show are bracing themselves for an influx of couples keen to discover if they could produce red-headed children. Carriers of the gene variant can have ginger children even if neither parent has red hair. A simple DNA test, available at the Who Do You Think You Are? Live exhibition at Olympia in London next month, can identify car-

**Daily Mail Reporter**  
riers. Dr Jim Wilson, chief scientist at BritainsDNA - the ancestry company behind the test - said: "Through a simple saliva test to determine deep ancestry, we can also identify whether an individual is a carrier of any of the three common red-head variants in the gene MC1R." "This means that families can carry a variant for generations, and when one carrier has children with

another carrier, a red-headed baby can appear seemingly out of nowhere." It is estimated that about four in ten people carry the red-head gene variant without having red hair themselves - accounting for many surprise births of babies who are red-headed. About 40 per cent of men and women in Ireland carry a red head variant, but only 10 per cent have red hair. In Scotland, just over 30 per cent are known carriers and up to 13 per

cent have red hair, while in England only 6 per cent of people have red hair. On the Continent, only about 1.3 per cent of people are red-headed, getting much rarer heading towards the south-east. When counting the entire world population only just over 0.5 per cent (one in 200) have red hair, which is nearly 40million people. About one in four of the children of two carriers will be born with red hair and half will themselves be

carriers. Half of the children of a carrier will also inherit the variant, even if their other parent is not a carrier. Recent research indicates millions of Britons carry 'silent' genes for redheadedness. While this does not turn their hair ginger, it may expose them to a range of increased health risks that afflict redheads. These can include increased sensitivity to pain, skin cancer, Parkinson's disease and even Tourette's syndrome.



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## THE DNA TEST FOR THE 'GINGER GENE'

By Daria Wymaszek - Tuesday 29 January 2013

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PA



DON'T MISS 10 MUST-READ STORIES TODAY

- 1. Alicia Chung goes all Scatica strong for latest stage campaign
- 2. Victoria

A new DNA test to see if couples carry the 'ginger gene' will be available at a heritage show in London next month.

Experts at the 'Who Do You Think You Are? Live' exhibition at London's Olympia will use a saliva test to determine whether couples could have a child with red hair.

They will be looking for any of three common variants in the MC1R gene which are responsible for red hair colour. Four in ten Brits carry this despite not being ginger themselves.



We fired Angry Birds  
at the showbiz press  
with Samsung



Above: Jessica Wright and Sam Faiers. Below: Stephen Taylor and Harri Koponen



Above: Louis Smith and Alexis Jordan. Left: Lisa Snowden

**APPY DAYS!**



**What:** Samsung Smart TV *Angry Birds* All-Star Final  
**Where:** Westfield, Stratford, London.  
**When:** Friday December 14, 2012.  
**Who:** Louis Smith, Jessica Wright, Sam Faiers and Alexis Jordan were some of the stars who battled against the best of Europe in the *Angry Birds* final.  
**Lowdown:** Proudly announcing *Angry Birds* on its new smart TV, Samsung hosted a competition to find the ultimate players of the hugely popular app, with Romania eventually winning the title.



**Louis Smith hangs out with TOWIE girls ahead of Strictly Come Dancing 2012 final**

Jessica Wright and Sam Faiers bond with Olympic gymnast as he admits: 'I really want to find a girlfriend'

From: [http://www.bbc.com](#)

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**The Daily Telegraph**



**Angry Birds this way! TOWIE's Jessica Wright and Sam Faiers vamp up the glamour at video game party**

By LUCY BUCKLAND  
 PUBLISHED: 20:15, 13 December 2012 | UPDATED: 22:21, 13 December 2012

Comments (21) | Share | Like | +1 | Tweet | Facebook | Print

They may not look like they spent their youths playing computer games in their bedrooms but TOWIE ladies Sam Faiers and Jessica Wright were on-hand to add some glamour at Samsung's Angry Bird party.

The TOWIE starlets were joined by model turned radio presenter Lisa Snowden and although Ben 21, opted for a chic optical illusion dress. Jessica decided to go for a less classy lace look. Although singer Jessica, 26, may have looked super slim in the buff, the lace polo neck did nothing for the top half of her curvy figure.



We got great arts  
and culture PR  
for Terry O'Neill



We product placed  
for Robinson Pelham

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News

HUMPTY DUMPTY SITS ON A WALL AMONG 200 DESIGNS AS CAPITAL AIMS TO BREAK RECORD



Ready for the great London egg hunt

Cooking night  
Some of the eggs  
are as simple as  
a plain white shell.  
But by Louise  
Bridge-Haley



Daily Mail

VOGUE



**SOVEREIGN BORROWED**  
Kate's veil was held in place by a Cartier 'halo' tiara, given to the Queen as an 18th birthday gift by her own mother. Her earrings, a gift from her parents, were diamond-set oak leaves with pavé diamond acorn centres, made by Robinson Pelham, to echo the tiara... and there was Diana's engagement ring, too.

We made the nation  
smile on Blue Monday

DAILY EXPRESS

6 Daily Express Monday Jan

## Give some help and be happy

HELPING someone in need is what makes us most happy, a survey reveals.

An unexpected compliment comes second followed by listening to the sea, sitting in the sunshine and listening to music.

Our favourite food and hearing laughter are next.

Winning money only comes eighth in research conducted to cheer us all up today – “Blue Monday”, said to be the most miserable day of the year.

A walk on the beach is ninth and a snowball fight is tenth.

### Power

Most mood boosters, therefore, can occur at any time and cost nothing.

Christmas debt, bad weather, higher taxes and broken resolutions conspire to make the third Monday the unhappiest day of the year, psychologists say.

Charity Action Aid, which combats poverty in developing countries, commissioned the study of 1,000 people.

Richard Turner, of Action Aid, said: “No matter how broke or cold we are in the first few weeks of January, we all have this incredible power to make each other’s lives better and it costs us absolutely nothing.”

## Blue Monday: so bad they named it twice

TOMORROW has become known as Blue Monday, supposedly the most depressing day of the year. Or is it? In the past few years, both January 17 and 24 have had the title, based on a “mathematical” formula that factors in bad weather, post-Christmas debt and broken New Year resolutions.

“There is a debate over the date,” said blue Monday creator, Cliff Arnall. “In 2005, it fell on January 24, but technically it is the third Monday in January. This year will be worse — there is increased VAT, crazy fuel prices and frankly nobody’s job is safe.”

Whatever the day, expect plenty of PR stunts. Tomorrow, Action Aid, the poverty charity, is running a “Happiness Bubble” in the City. It will attempt to cheer up workers with cupcakes, giant Lego flowers and free “aura” paintings. Next Monday, January 24, Which Budget, the flight search engine, is preparing for a “significant increase” in the number of holiday searches in response to Blue Monday. Say it and they will come.



Tom McIRA hunge O'Mahony business p of bother v The Rev wind up Co firm co-ow Tallaght P Taverns, w by O'Mahc But they uppers jus served eig lives in the embassy o Road. O'M in posh Sh

CITY A.M.

THE SUNDAY TIMES

Daybreak

The Daily Telegraph

the guardian

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NEWS BLOG

Any tips for surviving Blue Monday?

Today has been named the most miserable day of the year, tagged by both weather, money worries and failed resolutions. What can you do to lift the January blues?



Today is Blue Monday, according to a formula (concocted by ActionAid). The article says listening to music, or sitting in the sun, or watching something on the screen. Photograph: iStock.com/James Jay

METRO News Sport Gully Pleasures Arts & Tech Life & Style

## How to survive the 'unhappiest day of the year'

Tuesday, Monday January 17, is supposedly the most miserable day of the year. Thanks to a mixture combination of Christmas debt, gloomy weather and broken New Year's resolutions. So, being kindly souls, we thought we'd give you some sure-fire ways of cheerily yourself up.



1. Take a break from the news. The news is the most depressing thing you can do today. Turn it off. 2. Get a good night's sleep. 3. Get a good breakfast. 4. Get a good workout. 5. Get a good shower. 6. Get a good haircut. 7. Get a good manicure. 8. Get a good pedicure. 9. Get a good massage. 10. Get a good facial. 11. Get a good hair treatment. 12. Get a good skin treatment. 13. Get a good body treatment. 14. Get a good spa treatment. 15. Get a good day treatment. 16. Get a good evening treatment. 17. Get a good night treatment. 18. Get a good weekend treatment. 19. Get a good holiday treatment. 20. Get a good vacation treatment. 21. Get a good getaway treatment. 22. Get a good escape treatment. 23. Get a good retreat treatment. 24. Get a good oasis treatment. 25. Get a good sanctuary treatment. 26. Get a good haven treatment. 27. Get a good refuge treatment. 28. Get a good shelter treatment. 29. Get a good harbor treatment. 30. Get a good port treatment. 31. Get a good station treatment. 32. Get a good stop treatment. 33. Get a good way treatment. 34. Get a good road treatment. 35. Get a good path treatment. 36. Get a good trail treatment. 37. Get a good track treatment. 38. Get a good route treatment. 39. Get a good course treatment. 40. Get a good journey treatment. 41. Get a good voyage treatment. 42. Get a good trip treatment. 43. Get a good excursion treatment. 44. Get a good excursion treatment. 45. Get a good excursion treatment. 46. Get a good excursion treatment. 47. Get a good excursion treatment. 48. Get a good excursion treatment. 49. Get a good excursion treatment. 50. Get a good excursion treatment.



PR WEEK CAMPAIGNS OF THE YEAR

4,447

On 17 January, ActionAid had 4,447 visits to its website, a 104 per cent rise on the previous Monday.

2,565

On the same day, there were 2,565 active users on its Facebook page.

'People started to associate ActionAid with happiness'

Patricia Lima, former head of PR at ActionAid

We launched a  
world famous  
online community



We ran four  
consecutive campaigns  
for Samsung  
and breast cancer



The Daily Telegraph  
Eastern Daily Press  
London Evening Standard



Attraction: Katherine Jenkins

Organisers on song for pink ribbon event

TO London's Westfield shopping centre, which should be recession-free today.

It's hosting the Samsung Pink Ribbon Breast Cancer event. Plenty of champagne and cake on offer (at last year's event one of the glasses had a diamond in it) and organisers are going to be auctioning off a crystal encrusted laptop - Samsung obviously.

All that and Katherine Jenkins

Facing up to breast cancer with new Venus

Artwork made of 1,096 photos to be auctioned

Sophie Goodchild  
Health Correspondent

ACTRESS Olivia Grant and socialite Henry Conway are among hundreds who have contributed to a giant artwork for breast cancer awareness.

London-trained artist Samira Harris has recreated Botticelli's Venus using more than a thousand personal photographs including the faces of people affected by the disease. It will be auctioned to raise funds.

Singer Alexandra Burke will unveil the fit by fit installation today for the Everyone Is Art project involving 17 European charities such as Breakthrough Breast Cancer. The aim is to improve early detection rates.

A total of 1,096 images were selected which represent the number of women diagnosed every day with breast cancer in Europe. Twenty of these photos will be shown on the big screen at Piccadilly Circus this month as part of the Samsung More Than Talk European Breast Health Awareness campaign.

Grant, who appears in the film Mr Nice, revealed she was inspired to take



Raising awareness: Grant and Conway appear in the artwork, circled right

part because of her family's history. The 27-year-old, from west London, said: "My own awareness of breast cancer - and particularly the importance of early detection - came from the loss of my great aunt. I feel strongly about the work of Breakthrough."

About 300 men a year are diagnosed with breast cancer in the UK and Mr Conway said he wanted to highlight how the disease affects both genders.

He said: "I have had two good friends very sadly lose their battle with breast cancer over the past few years. A lot of people perceive that it only affects middle-aged women but that's just not true - one of my friends was a 27-year-old girl and the other a 28-year-old boy."

A charity has donated £10 million to help build Britain's most advanced cancer centre. The money from Macmillan Cancer Support will help fund the £100 million unit at University College Hospital.



Personal stories: the new version of Botticelli's Venus is made up of hundreds of pictures of people affected by breast cancer

**SAMSUNG**  
everyone is art

This year, we are making things even all over Europe in tribute to the first giant collaborative artwork for breast awareness of anyone and most affected by breast cancer.

We are appealing for photos of breast cancer (not just breast cancer, as well as photos of women and men who continue to fight it, who are also taking the photos of the hard working and inspiring pink ribbon campaigners who take part in marathons or fun runs to raise awareness).

All of your pictures will be a story of courage and I will be used to my great, great glory of art. This is the number of women that are diagnosed with breast cancer in Europe every day. 28 photos will be selected and shown on the world famous Samsung logo screen at Piccadilly Circus.

**everyone is art**

Your Name: [ ]  
Name of Primary or other: [ ]  
The Story: [ ]  
Email Address: [ ]  
Mobile Phone: [ ]  
I would like to opt out of the Samsung team. [ ]  
I would like to opt out of being contacted by other people active in relation to my photo. [ ]  
I would like to opt out of the photo I have left on the large screen at Piccadilly Circus. [ ]  
I am writing to you and agree to the following. [ ]

**everyone is art**

A Norfolk mother-of-two has raised more than £25,000 to fight breast cancer and is now acting as an ambassador for the charity she has supported.

Sarah Soffley, 45, from Barnham Broom, has not been affected by the disease herself, but three of the four grandchildren, Nicola Hughes, beat the disease before she died a few years ago. And the woman she calls her "second mum", Ann Graham, who befriended her when she moved to Norfolk nearly half a century ago from Barnham, died of it.

Another schoolfriend from Surrey had breast cancer when she was about 21, but survived.

Each case in its own way touched Mrs Soffley deeply and eight years ago she decided to hold a Think Pink Day in her garden.

The four events she has held since then have raised more than £25,000 and this year's event, held at Colney Hall, near Norwich, was attended by more than 70 people.

Mrs Soffley, who runs her own

Custom Daily Press, Saturday, October 23, 2010

Pink is the colour of Sarah's cancer quest

By DAVID BALE

A Norfolk mother-of-two has raised more than £25,000 to fight breast cancer and is now acting as an ambassador for the charity she has supported.

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Mrs Soffley, who runs her own



SARAH SOFFLEY: Each one of my friends getting cancer hit me hard, and made me realise how lucky I was.

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Now I've got the Sex Factor!  
Alexandra Burke puts on a racy show in a black lace corset

Up to 40% off Home Insurance

SIGN UP FOR FREE



We targeted teens and  
20's for Themuse.tv



Publication: Superscape  
Date: 29 February 2012



Taken for a spray tan? TOWIE star Lydia Bright looked incredibly pale compared to her co-stars Cara Kilbey and Billi Mackenzie at the Museum launch party last night

We got wipe-out  
consumer and national  
news press launching  
[Woolworths.co.uk](http://Woolworths.co.uk)



And we regularly  
run major celebrity  
launches and events



# What we deliver...

- Bold, fully integrated, creative campaigns that translate into news, discussion, awareness and ultimately profitability and business success
- Influencer alignment
- Perception and issues management – including crisis and damage limitation
- Events
- Journalistic thinking and a dynamic and passionate approach to everything we do
- Measurement and evaluation to prove that we're achieving results
- Extensive contacts from print and broadcast news desks, to lifestyle editors, bloggers, women's lifestyle press and men's titles
- A desire to create stand out for a brand, industry leader or product
- Happy clients

But don't just take  
our word for it...

—  
Aiden Radnedge  
Senior News Reporter  
Metro

“ I’ve always found the good, good people of Golden Goose PR a pleasure to deal with, speak to and hear from – friendly, fun, lively and imaginative... They always present us with great ideas, never call when we are on deadline and always provide great news stories for Metro. ”

—  
Richard Holt  
News Editor  
Telegraph.co.uk

“ Golden Goose PR has consistently provided us with great stories that work very well for our readers. As a company they have always been great to work with and they instinctively understand the sort of content we are looking for. ”

—  
Maria Lally  
Contributing editor  
Grazia

“Golden Goose PR is an absolutely brilliant agency – definitely one of the best I’ve worked with. They’re passionate about their clients, they constantly feed me great stories, and they’ve always been lovely to work with. ”

—  
Hugo Greenhalgh  
Special reports editor  
Financial Times

“Golden Goose has helped me on numerous occasions to scoop the competition. I use them not only to aid me with the practical elements of stories I’m writing, but also as a sounding board – generating leads and ultimately more stories in the process. ”

—  
Dan Jones  
Columnist, Evening Standard  
Writer, Men's Health

“Golden Goose PR stands head and shoulders above every other PR agency I've worked with when it comes to receiving health and fitness information. At Men's Health I am inundated with approaches from hundreds of PR agencies, but I always have time for Golden Goose. They understand how brands operate in a crowded and complex market. They are always contactable, friendly and understanding of deadlines. They do not inundate with press releases, but the communication I do receive is of the highest standard.”

And some from  
our clients...

“ Outstanding creative brilliantly executed and with a lasting positive commercial impact. ”

—

Matt Peacock, Group communications director  
Vodafone

“ The Golden Goose team are creative, very very good at their job and fun to work with. ”

—

Brendon Gore

Former head of European PR, Samsung

“ Golden Goose PR’s idea transformed Sea Containers into the most talked about building on the Thames during the biggest Royal celebration since the Coronation. This was a history making campaign, which people have seen all over the world. ”

—

JJ Offer

Asset manager for Sea Containers

“ As Senior Brand Manager for Pantene Pro-V UK/IRL and as leader of P&G’s global lifestyle fragrances business, I have worked with Golden Goose PR on several occasions such as local UK PR and consumer engagement events for Pantene Pro-V and on the conceptual development of a special campaign to celebrate the 10th anniversary of Naomi Campbell fragrances.

I was always deeply impressed by the Golden Goose team’s media relationships, influencer engagement, creativity, attention to detail, flexibility and commitment to delivering results – **in many ways they are significantly more capable, effective and efficient than most of the large PR agencies I have worked with.**

I have repeatedly recommended Golden Goose as one of the best Boutique PR Firms I know, and intend to closely collaborate with the Golden Goose team also for my newly founded specialty consultancy ‘brandertain.com’. ”

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René Dominik

Senior Brand Manager Pantene Pro-V UK/IRL – 2005/2006

Associate MD Global Lifestyle Fragrances (PUMA/James Bond 007/Christina Aguilera /Naomi Campbell/Bruno Banani/Avril Lavigne/Gabriela Sabatini) – 2007/2011

Leader Market & Operations Team P&G Prestige D/A/CH – 2011/2012

# Get in touch...

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