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Image: Louise Bruce, MD, Big Red Box PR

**Press release – for immediate release**

**Franchise Specialist PR firm celebrates five year anniversary**

Franchise specialist PR firm, Big Red Box PR, is celebrating five years in business.

Founded by Louise Bruce, Big Red Box PR has been a key-player in the franchise PR sector since 2011, working with a wide variety of franchise clients such as Merry Maids, ServiceMaster, Cafe2U, Wilkins Chimney Sweep and Musical Minis.

Big Red Box PR’s current franchise clients include Owen White Solicitors, Petpals and FASTSIGNS.

In 2012, with franchise director of Wilkins Chimney Sweep, Louise Harris, Louise Bruce took over joint chair of EWIF (Encouraging Women into Franchising) and was jointly responsible for the overhaul of the organisation, building a new website, creating a social media presence, regionalising the organisation and holding regular meetings in the Houses of Parliament. The co-chairs were subsequently invited to HM Treasury to discuss ways to encourage female entrepreneurs into the economy, enabling them to show-case franchising at the highest level. The pair resigned as co-chairs in 2014.

Outside the franchise arena Louise has founded the [Local Business Charity Awards](http://www.localbusinesscharityawards.co.uk/) with Jelf Insurance. The awards recognise local businesses that support local charities. Launched in Gloucestershire in 2014, the awards are now expanding into Worcestershire and the surrounding counties in 2016, with the aim of achieving eventual UK-wide coverage.

Commenting on the anniversary Louise said,

‘The last five years have been wonderful. Running my own business has been hard work but ultimately very rewarding. Although still very much a one-woman business, giving me great flexibility, I work closely with some highly talented associates which allows me to offer web design, photography and video services to my clients too. I’m lucky enough to have worked with some extremely experienced franchisors over the past five years and, whilst undoubtedly learning from them, have built myself a strong reputation in the franchise industry.’

She continues,

‘I’m delighted that the recent NatWest/bfa survey has recorded ‘record highs’ for the UK franchise sector; it’s a fun, vibrant industry to work in and I’m delighted it is being recognised as a sound financial path, for hard-working, enthusiastic people.’

**ENDS JANUARY 2016**

**About Big Red Box PR**

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