

## PRESS RELEASE

### Anthony Richardson - OverVoice

Anthony Richardson - OverVoice received a business boost from TV *Dragons' Den* star Theo Paphitis.



Last month, Anthony Richardson, owner of *Anthony Richardson - OverVoice*, tweeted Theo about his business during 'Small Business Sunday,' an initiative set up by Theo that runs weekly.

Theo re-tweeted Anthony's message to his 415,000 followers and as a result, the business (<http://www.overvoice.co.uk/>) gained over 100 more followers and extra orders for new voiceover projects for months to come. He was also profiled on Theo's website: (<http://www.theopaphitissbs.com/profile/overvoice>), exclusive to Small Business Sunday winners.

**Anthony Richardson said:** *"#SBS immediately impacted my business in a major and positive way. My Twitter followers increased dramatically overnight which resulted in an immediate increase in business! It is great to have support from Theo because it's been tough trying to raise my profile and Theo has recognised my hard work and helped spread the word about what I do to his following."*

Anyone looking for a re-tweet from Theo should tweet him about their business on Sunday between 5.00pm and 7.30pm and include the hashtag #SBS. Six lucky businesses are re-tweeted every Monday at 8.00pm and then invited to enter their profile on the new website. This is done free of charge and the website is sponsored by Ryman Stationery, where Theo is Chairman.

- Ends -

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For further information, photos and product samples, please contact Anthony Richardson on: 0845-124 2201

For further information about Small Business Sunday please visit:  
<http://www.theopaphitissbs.com/>