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## FOR IMMEDIATE RELEASE

### **Live the Life You Want! Delegate the Rest!**

SAN DIEGO, March 4, 2007 - If you were not saddled with your to-do list, what would you rather be doing? Perhaps enjoying a little pampering, possibly traveling to exotic locations, or maybe spending more time with your family. Isn't it time you stopped talking about the life you want, and actually started living it? Let The Henley Company, San Diego's newest event management and concierge firm help.

According to a recent online survey, 67% of people would hire a personal assistant over a life coach to help complete their daily tasks. Employees admit that it takes nearly two hours to take care of personal business on company time. On average, in dual earner couples, 25 hours a week are devoted to childcare, housework or shopping by mothers, where as 14.5 hours a week are devoted by fathers. There simply isn't enough time to get everything done.

After 12 years in the corporate world, San Diego native Nicole Matthews, CSEP founded The Henley Company on the belief that life should be lived and experienced, not just talked about. "The structure of the corporate world does not lend itself to providing employees with work/life balance. After becoming disenchanted with bureaucracy, I created The Henley Company as a way to assist individuals with living the life they want. If I can help them take tasks off their to-do lists, they will find more time for experiencing life," Matthews said. "It's amazing how quickly life passes us by because of the mundane tasks which fill up our time. We provide busy executives with

assistants in their professional life; I want to extend this luxury to an individual's non-work life by providing them with access to a personal concierge."

The Henley Company is a full-service event management and concierge firm based in San Diego, California. With over twelve years of experience producing corporate, community and political events, The Henley Company's national and international event portfolio includes: client appreciation events, holiday parties, firework extravaganzas, seminars, executive retreats, and social events. In addition, The Henley Company is able to offer its clients the gift of time. Through its concierge and lifestyle management program, they are able to offer professional and personal assistance to clients which ranges from errand services, travel coordination, gift and personal shopping services, entertainment arrangements, relocation services and meeting and event planning.

"As much as technology has made us more productive, it can't pick up your dry cleaning, plan your daughter's bat mitzvah or shop for your aunt's birthday present," Matthews remarked. "A personal concierge can do all that and more. I want clients to live the life they want, so I encourage them to delegate the rest to The Henley Company. We don't want to just provide clients with a service; we want to provide them with a lifestyle. Let this be the year you finally give yourself the gift of time."

For further information, please call Nicole Matthews, CSEP at 619.757.6551 or contact by e-mail at [nicole@thehenleycompany.com](mailto:nicole@thehenleycompany.com).

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