

March 2, 2007

## **MEDIA RELEASE**

Pg 1 of 1



### **Technology improving lifestyle**

Advances in communication technology are allowing more workers greater flexibility in their lifestyle and work choices.

In a trend set to become more prominent in the future; laptop computers, the internet and mobile phones have created an opportunity for people to work from home without the restriction of office hours.

BigThanks Company Director Kendra Frew conducts business away from the office and says it gives her the freedom to maintain a balanced life, including family responsibilities.

“I can work when and where it suits me which is so convenient, I’ve even worked with my laptop resting on my knee while sailing,” she says.

BigThanks is an innovative online shopping venue providing staff rewards and incentives in the form of experiential gifts such as sky-diving or pamper packages.

The modern business is run by three young entrepreneurs who have all used technology to optimize their work and living situations, their story will become more common in years to come with the next generation of technology-minded individuals.

“Lifestyle is becoming increasingly important and people want to improve their working life, being able to work remotely away from the office is a great way to do this and the internet has made this possible,” says Kendra.

For more information on the services offered by BigThanks contact 9443 9167.

**—Ends—**

**For further information please contact;**

Jennifer Dowdeswell

PMS - on behalf of Big Thanks

P: (08) 9473 0546

M: 0417 174 072

F: (08) 9473 0576

E: [pr@pmsmarketing.com.au](mailto:pr@pmsmarketing.com.au)