



MEDIA RELEASE - released 30th April 2009

## New national franchise business launched - good news for Hastings!

A new New Zealand franchise business, Driving Miss Daisy, is being launched on Tuesday 5th May 2009 in Hastings at a function hosted by Hastings Mayor Lawrence Yule.

"I'm very pleased to support the launch of a new business during these challenging economic times," said Lawrence Yule. "We should be celebrating and encouraging business people with innovative ideas and the grit required to turn them into reality."

Driving Miss Daisy is a small business franchise opportunity based on a very successful, award-winning Canadian business. It is a safe, friendly and reliable companion driving service offering much more than a taxi service, and is the first service of its type to launch on this scale in New Zealand.

The Driving Miss Daisy service is perfect for:

- Senior citizens who would like to maintain their independence
- Parents who need children to be delivered to/from after school activities
- Organisations who need to deliver people to/from appointments or engagements
- Those who don't drive

The point of difference over other transport providers is the physical accompaniment assistance offered (if required), for example attending doctors appointments with the client and transmitting relevant information back to family members, assisting with shopping or ensuring children safely attend sports practices or music lessons. Special needs are catered for including assisting with a walker or wheelchair.

Driving Miss Daisy Directors, husband and wife team Jack and Melanie Harper, Havelock North, are excited about the potential growth that their new business has to offer.

"Driving Miss Daisy is a sustainable small business opportunity offering a great balance between quality of life and career for the right franchise owner," said Jack. "We aim to expand to 60 franchises nationwide, creating up to 100 new jobs for people working



under the Driving Miss Daisy brand. The timing couldn't be better for a job and small business opportunity with a very affordable entry cost.”

Melanie Harper is already busy with clients:

“Being a Driving Miss Daisy driver helps me add value to my community and brightens up my clients days. Drivers can work their own hours and earn a good living, it really is a win-win situation! If you're looking for a new challenge and think Driving Miss Daisy is for you then we'd love to hear from you.”

Driving Miss Daisy is currently seeking franchise owners throughout New Zealand to provide a much-needed service to their communities at the very affordable entry price of less than \$20,000. There are currently three franchise opportunities available for the Hawke's Bay market. A comprehensive start up package is given to franchise owners to help them become established as quickly as possible. Franchise owners will run their own business, but with all the support that a franchise offers.

For further information on purchasing a Driving Miss Daisy franchise call 0800 WITH DAISY (0800 948 432) or visit [www.drivingmissdaisy.co.nz](http://www.drivingmissdaisy.co.nz)

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