



N E W S R E L E A S E

For Immediate Release

The Holidays Are Coming – Valley Company Helps Save Time and Avoid Stress

November 10, 2005, Gilbert, Ariz. - With Thanksgiving and the December holidays quickly approaching, many Valley residents are getting stressed out as growing lists of chores surmount. Balancing career, family and personal lives often seem overwhelming with the added responsibilities of entertaining, gift shopping, cooking, and cleaning.

Southwest Concierge, a Valley concierge and personal assistant service, can take the stress and worry out of the holidays, saving customers' time while giving them a chance to truly enjoy the holiday season - for less cost than you might think. In fact, personal concierge services are provided by membership or on a case-by-case basis for less than most would pay at McDonalds! Personal assistant services are provided on an hourly basis.

Do you need your carpets cleaned before your company arrives? Does your house need a fresh coat of paint? How about having all your holiday gifts wrapped and taken to the post office for you, or having airline reservations made for your family with a limo waiting to pick them up when they arrive? Southwest Concierge can do it all and more.

Southwest Concierge ensures that its team of preferred vendors has undergone a complete background check and evaluation. That gives customers peace of mind knowing that the service is guaranteed by reliable companies that stand behind their services.

Southwest Concierge also offers packages to corporate clients that want to provide stress-reducing solutions for employees. "In-house" concierge services can make an excellent staff holiday gift or bonus. The service is also an excellent marketing tool for apartment and condominium managers to attract snowbirds this holiday season.

The company has been providing services across the Valley since its launch earlier this year. Its founder, Tim O'Connell, made the move from business management bringing his strategic, functional, financial, and planning experience at companies like Kent Datacomm and Avnet Enterprise Solutions, to fill a void in the Valley by combining the best of what concierge services can offer with the customization of personal assistance.

"Our business focuses on saving the customer time," says O'Connell. "If we don't save the client time, we've lost our value."

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Southwest Concierge's growing list of clients includes local corporate executives, realtors, doctors, business owners and busy parents. The company is currently finalizing contracts with local apartment complexes and companies that are launching concierge services in January of 2006.

For more information on how Southwest Concierge services can make your holidays easier, visit its Web site at www.swconcierge.com, or call 480-888-8674.

Southwest Concierge – the Valley's premier personal services agency - provides concierge and personal assistant services to clients, saving them time to spend on the important things in life.

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