

[Tony Robinson OBE](#)

“Russell Brand represents 95% of businesses better than business lobbyists”

12 December 2014

“Russell Brand represents 95% of businesses better than business lobbyists and the business media”.

Enterprise Rockers Co-Founders, Tina Boden and Tony Robinson OBE, believe global #MicroBizMattersDay on January 9th will show that ‘collective responsibility for change’, which Brand promotes, is a good way to make life better for most self-employed people.

The ‘Power of Plenty’, is how the Enterprise Rockers informal, free to join in, community terms it. Self-help by micro enterprise owners, 95% of all businesses, ensures they can ‘keep going’ and ‘make ends meet’ despite many Governments and most Big Business “stacking the odds against our survival”.

Robinson and Boden are aware that many people dislike Russell Brand and his opinions but they feel he tells the truth about how hard ‘the system’ makes it for ordinary, hard-working, people, including the self-employed, to earn a reasonable living.

Robinson says: “The recent VAT MOSS debacle; high costs of doing business because of energy, transport and telecoms; managing red tape; unfair payment terms and government financial support to bigger businesses, demonstrates how important levelling the business playing field is.

We have to help ourselves as we can’t influence change through the £2billion lobbying industry. We can help each other to win more customers, buy from each other, improve cash flow and advise each other on how to keep going. That’s what #MicroBizMatters Day, on January 9th, is all about? “

Boden says “Some Rockers have described it as the micro biz social media equivalent of Live Aid. By each micro business owner giving 9 minutes to help each other on January 9th we hope that the prospects of survival and growth for hundreds of thousands of us will be improved.

We are inspired by the generosity and creativity of micro (0-9 employees) enterprise owners as to what they will do in 9 minutes to make the biggest impact on the business lives of others”.

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Notes to Editors:

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1 Enterprise Rockers is the CIC. It was founded and has been funded by Tony Robinson OBE and Tina Boden since January 9th 2012. It is independent, informal and totally free to join in, with no contact details or membership required. Tina and Tony are organising the first, global #MicroBizMattersDay on January 9th. 5 million of the 5.3 million businesses in the UK are micro (0-9 employees).

2. #MicroBizMattersDay has a website at <http://microbizmattersday.rocks> Examples of Actions being suggested by Enterprise Rockers, for 9 minutes, under each of the #Action categories #Customers, #Cashflow and #Chat can be found at this website.

3. Twitter: Tony Robinson can be followed on Twitter @TonyRobinsonOBE. Tina Boden can be followed on Twitter @MicroBizGirl.

4. Logos with white and black backgrounds for #MicroBizMattersDay are available from the website.

5. Enterprise Rockers CIC website is <http://EnterpriseRockers.co.uk> Tina Boden's website is <http://TinaBoden.com> and Tony Robinson's website is <http://TonyRobinsonOBE.com>. Tina and Tony both have profiles on Linked In. For more information, contact:

Enterprise Rockers' Co-founders Tony Robinson OBE 07715 749079 TonyRobinsonOBE@gmail.com ; Tina Boden 07515 288307 tina@tinaboden.com

6. Photo is of Tina Boden, (flat cap - kneeling - foreground) co-founder of Enterprise Rockers. Tina is at 10 Downing Street on 05/12/2014 as a voluntary Ambassador for Small Business Saturday (Yorkshire & Humberside)

7. All image requests should be directed to the contact details above

For more information, contact:

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Images:

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1. <http://journalink.com/media/image/full/0a9393b56669028f3ff5ebccfeead9a7.jpg>

<http://journalink.com/profile/view/000938>