

PRESS RELEASE

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For immediate release
16 January 2014

Apprentice winner Stella English to present new CrowdBox TV show this Sunday 19 January

The Apprentice winner, Stella English will present the brand new CrowdBox TV show this Sunday 19 January on Sky Channel 192.

The first ever [CrowdBox TV show](#) marks the beginning of a revolution in crowdfunding. A multi-platform service, the utterly unique concept gives entrepreneurs a chance to promote themselves and their crowdfunding projects across web, mobile and television. As well as pitching their campaign video in the weekly Sky Broadcast, entrepreneurs and businesses will be able to use CrowdBox to promote their projects to a global network for increased visibility and exposure.

Sunday's 30-minute show is the first in a monthly series which will see the half hour format extended to a one hour slot in February. The show will develop into a fully-fledged TV channel later in the year.

Apprentice winner, entrepreneur and management consultant Stella English will present the CrowdBox TV show. She said, "It's crucial for entrepreneurs to be able to get their message out to the crowd. CrowdBox showcases the hottest projects from around the globe."

Actress and Designer Sadie Frost is one of a host of famous names to lend her support by choosing CrowdBox to promote her new crowdfunding project. CrowdBox will help her to extend the global reach for her project, Blonde to Black Pictures and increase visibility.

She said, "I'm the founder of Frost French and two other labels, Floozie and Iris & Edie which are stocked in 120 stores across the country. I'm also the director of Blonde to Black Pictures which is a film company which launched last year. We are just about to launch our crowdfunding campaign and are using CrowdBox because it will help me sell my brand to the masses and give people the opportunity to have a part of me."

The former head of programming and content at Channel 4 and STV, David Brook is working with CrowdBox to make it an international brand.

Marc Hayward, the Creator and Managing Director of CrowdBox said, "At CrowdBox we love to see projects get funded and make dreams come true. We know this doesn't happen without hard work and preparation, which is why we are keen to help our clients reach their target and get the money they need."

Jack Darby, Operations Manager said, "Whether you want to start a community-based project, fund a small business venture, publish a book, or help launch the next Facebook, CrowdBox will help you promote your fundraising campaign."

In order to offer projects showcased on the show an ever bigger platform for their emerging brands, CrowdBox has teamed up with the boutique Nottingham PR agency, Dakota Digital. Its team of award winning writers will provide strategic press and PR support to all CrowdBox projects, giving each their own press release and targeted UK and US media distribution.

Managing director Rebecca Appleton said, "CrowdBox really does put the crowd into crowdfunding and significantly expands project exposure and reach for entrepreneurs seeking backers. Dakota Digital is delighted to partner with CrowdBox as its PR agent working on the world's hottest projects."

Watch the first ever CrowdBox TV show on Sky channel 192 this Sunday 19 January at 5pm or visit <http://www.crowdbox.tv> for more information. To find out more about Dakota Digital's UK and US PR services, visit <http://www.dakotadigital.co.uk>

About

CrowdBox Ltd (the "Company") was founded by a successful team of industry professionals within the mainstream television and crowdfunding sectors with a shared passion for innovation.

CrowdBox broadcasts across Sky TV and Freesat - Web with social media interaction. CrowdBox positively promotes crowdfunding pitches to a potential audience of 25 million viewers, in over 12 million homes. CrowdBoxTV is the world's first TV show/channel dedicated to the crowdfunding industry.

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