

# WEBSITE NEWS

For immediate posting  
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**BASEPOINT**  
making a difference

## BASEPOINT IPSWICH HELPS BUSINESSES TO BLOOM AT SUFFOLK SHOW

On Wednesday 29 April Michelle Wootton, centre manager at the Ipswich Basepoint, set up her sunflower seed display at the Suffolk Showground in Ipswich. Were her sights set firmly on winning best in show?

No – in fact Michelle was getting ready for the 800 or so visitors who came along to Ipswich's largest commercial gathering: the ISSBA Suffolk Business Exhibition.



The Basepoint Ipswich team's stand, pictured above, drew lots of attention from visitors attending this popular business expo. Michelle and her team gave away many Basepoint-branded packets of sunflower seeds labelled: *to help your business grow*. They also gave out lots of information about Basepoint as the seeds made an excellent talking point and an introduction to what we do.

The exhibition produced a number of leads for workspace and meeting rooms – and as a result Radio Suffolk is planning to include the popularity of Basepoint's new centre in Ipswich in their regular slot *Recession Watch* to show that business is growing in Ipswich, and blooming at Basepoint.

*Ends*



unique workspaces



latest technology



easy in, easy out



great people