

# BT Tradespace Reveal Survey Success for Sir Steve and Jordan



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**Press Release Summary: BT Tradespace has announced the results of a survey that reveals Sir Steve Redgrave and Katie Price are considered top ambassadors for business and entrepreneurship.**

Press Release Body: **BT Tradespace**, the online community that brings small businesses and their customers together, conducted a survey that polled small business owners among its network to assess the vision small to medium enterprise (SME) owners have for their companies by the year 2012.

According to the survey, rowing legend **Sir Steve Redgrave** is the British Olympic idol most businesses would hire for promotion work, with half of those questioned for the poll saying that they thought the five times gold medallist would be the best Games icon to assist with their [business advertising](#).

**Dame Kelly Holmes**, who won two gold medals in the Athens 2004 Games, came in as joint runner up with decathlete **Daley Thomson**, who clinched gold in Moscow and Los Angeles in 1980 and 1984 respectively. Both claimed 20% in the vote on the **BT Tradespace** site.

**Mick Hegarty, head of BT Tradespace**, said: *"Sir Steve is viewed as a perfect ambassador for small businesses.*

*"He is admired and respected for his sporting achievements and embodies attributes which are valued greatly in the business sector: drive, determination, hard work and honesty.*

*"He's also shown he is a winner in business by launching a menswear range and is an active mentor and public speaker in the corporate sector."*

**Katie Price, otherwise known as Jordan**, also finds success in the poll from **BT Tradespace**. The former glamour model pipped easyjet founder **Stelios Haji-Ioannou**, **Oprah Winfrey**, the late **Dame Anita Roddick** and **Simon Cowell** in a poll of the most admired entrepreneurs, sharing fourth place with **Sir Alan Sugar**.

The 30 year old mother of three is a best selling author and has her own TV series, lingerie label and hair care range.

**Mick Hegarty**, said: *"With her keen business sense, and unique approach to creating a brand, Katie is clearly an inspiration to many."*

*"To make the transition from pin up to a multi-millionairess while raising a family is an impressive achievement. She has been very skillful in marketing herself as a go getting businesswoman."*

Virgin tycoon **Sir Richard Branson** topped the poll, beating Microsoft founder **Bill Gates** and Dragons Den panelist **Peter Jones**.

**About** **BT** **Tradespace:**  
BT Tradespace is an online [social and business networking](#) community for small businesses. It was launched in 2007 and now has over 270,000 subscribers. The service is free to join and allows businesses to quickly and easily create and post content on the web as well as interact and engage with their customers through the use of blogs, podcasts, photos and videos. With [www.bttradespace.com](http://www.bttradespace.com), anyone can [buy and sell products](#) and services, find a business and network with like-minded people, helping to [boost sales](#) and create an [online presence](#).

**Web Site:** <http://www.bttradespace.com/>

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