

Rustie cooks up a treat for her fans



Rustie enjoys a book signing at Waterstones in Ilford

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Rustie Lee has been out on the road over the past few months, travelling the length and breadth of the country to promote her new book.

The original celebrity chef has been signing copies of her recipe book, 'Rustie Lee - A Taste of the Caribbean', in branches of Waterstones, Borders and WH Smith, in high streets and shopping centres throughout England.

At some venues she has also staged cookery demonstrations to the delight of the crowds, particularly at Earls Court in London where Rustie spent two days at the Ideal Home Exhibition.

From Birmingham to Bristol, Reading to Romford and Leeds to Luton, she has received a warm and enthusiastic welcome from fans and media alike wherever she has visited.

Radio, television and newspapers have all been keen to spread the word, with Rustie appearing on Loose Women, This Morning, The Anthony Cotton Show, UK Food's Market Kitchen and The Alan Titchmarsh Show, as well as giving interviews on BBC and independent radio stations in various regions.

Journalists and photographers from local papers from Yorkshire to Berkshire have also been in attendance, helping to promote her tour of towns and cities around the country.

Rustie, who also found time to film a couple of episodes of the BBC soap East Enders, screened at the beginning of April, said: "The tour is a lot of hard work, but so much fun.

"It is fantastic to see so many enthusiastic people everywhere I go and the book seems to be a hit with everyone I meet."

With sales of the book continuing to go from strength to strength, HandE Executive Director Justine Maynard added: "We are delighted with the response Rustie and her book has received around the country. Everyone is so pleased to meet her and she has also been receiving lots of fan mail, and with Rustie now on Facebook her continuing popularity is evident."

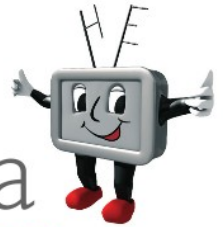
The book, which also has an accompanying DVD, is Rustie's first recipe book since 1984 and features 120 recipes for food and drink from across the Caribbean.

The tour continues throughout the summer and will include a visit to Waterstones in Notting Hill to coincide with the Notting Hill Carnival in August.

Rustie Lee is also working with HandE on TV programmes to 'wow' the nation.

• "Rustie Lee - A Taste of the Caribbean", published by HandE Publishers Limited, is available from bookshops priced £24.

news letter HandE multimedia



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ISSUE FOUR

We're going from strength to strength



Head of Book Publishing Emma Batrick

HandE Book Publishers Ltd has been established for three years and is enjoying great success with its recently published titles.

The book publishing division, headed by Emma Batrick, has had a busy last six months, with the publication of Rustie Lee's - A Taste of the Caribbean, as well as the company's first novel, Holly Blue, by Yianoulla Nicola.

Emma, 27, joined HandE full-time in November 2007, having previously worked for the company as a proof-reader for Holly Blue.

She combines her job at HandE with a part-time role as a youth worker.

She said: "I take great pride in my work and the fact that HandE produces high quality and unique titles.

"We have an enthusiastic and

dedicated team who focus their efforts on supporting and promoting the books and authors within the HandE fold.

"We have three books within our catalogue and another four planned in the coming months.

"As well as the UK market, we are also aiming to sell our books in America and have an alliance with a US-based distributor.

"Although the book publishing division of the company is relatively new, we have already proven ourselves and I am confident that we will continue to go from strength to strength.

"We have great new authors with fantastic titles in the pipeline and are confident that their hard work and dedication will pay off."

A sad loss

Everyone at HandE was saddened to hear of the tragic death in January of a actress and model Natasha Collins.



Natasha, 32, had been on our performer/presenter books since the inception of HandE CAA four years ago. HandE Director of Casting Jo Cridland said: "Natasha was a wonderful, beautiful, confident young lady and always a joy to work with. Her professional attitude made us proud to have her representing our company.

"Our thoughts are with her family and friends, at this sad time.

"Our condolences are also with the family and friends of Natasha's fiancé Mark Speight, 42, who also sadly passed away in April."

Mayor backs Youth School

The HandE Youth School of Film has received the local seal of approval.

Cllr. Ben Murphy, recently elected Mayor of Epping, has taken on the role of Ambassador for the Youth School.

Cllr. Murphy, himself the UK's youngest-ever Mayor at just 24-years-old, is as passionate about youth issues and projects as HandE's own Executive Director Justine Maynard.

HandE already attend career days, run by local schools and business partnership projects, encouraging young people to consider the various possibilities available to them within the media industry.

However, with the new studio facilities nearing completion at the Epping Film Studios, the venue will enable the HandE Youth School of Film to provide media training for schools, as well as future regional film competitions.

HandE Youth School of Film Ambassador Cllr. Murphy said: "HandE clearly has incredible commitment and enthusiasm for youth projects; a passion which I share and applaud.

"I am delighted to be able to play my part in this exciting new venture, with such a dynamic and forward-thinking local company.

"I believe the services available through HandE will be of enormous benefit to many communities."

A HandE packaging solution



HandE Corporate Productions is to undertake the marketing and PR for one of China's leading packaging companies within the UK and Europe.

HandE has won a contract with Mayor Packaging Enterprise, which specialise in pouch and retort packaging for a number of the world's leading companies, including Coca Cola, Nestle and Amoy.

The family run business, headed by Eddie Ho, was established in 1968.

HandE Executive Director Justine Maynard and management consultant Paula Claytonsmith met with representatives of Mayor Packaging in China to secure the marketing and PR contract.

Justine said: "We are privileged to have the opportunity to work with such a well-known and respected company as Mayor Packaging.

"We are confident that we can make the company and its products as successful in the UK and Europe as they are in Asia and America.

"We have the facilities, resources and knowledge to turn our marketing strategy into positive sales.

"We are also proud to be working for a Chinese company who offer the same equal opportunities and standard of working conditions as we do in the UK."

A spokesman for Mayor Packaging said: "We pride ourselves in creating top-class products and supplying a superior service to our customers, focusing on outstanding quality and competitive prices."

In addition, Mayor Packaging is recognised by a number of industry associations including the British Retail Consortium for Global Standard Packaging.



Lights, camera, action – HandE hits the TV screens



RIK TV's Doros Parasides films HandE author Yianoulla Nicola

The tables – or more precisely the lenses – were turned on HandE when television cameras visited the Epping Film Studios.

A crew from RIK TV, part of the Cyprus Broadcasting Corporation, were at the studios to interview HandE author Yianoulla Nicola about her first book.

Broadcast in Greece and Cyprus, as well as on the internet and via satellite in the UK, the programme being filmed was part of a series focusing on successful Greek people living and working in England.

Cyprus-born Yianoulla has become one of the first Greek women to be published in the UK. Her first book, a romance novel entitled *Holly Blue*, was published by HandE in February.

Yianoulla's dream comes true

Since the publication of her first novel 'Holly Blue' in February, Yianoulla has been busy promoting her book, attending signing sessions and coping with her fair share of media attention.

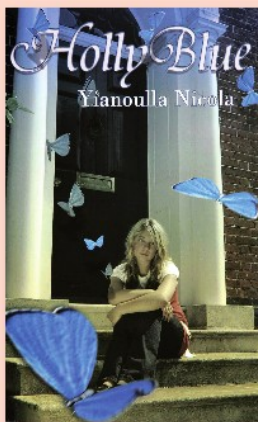
She enjoyed successful book signing sessions at Greek City, in Palmers Green, north London, Borders in Coventry and at her local Epping Book Shop.

Yianoulla said: "I have been a regular customer at the Epping Book Shop for many years, but I never imagined that I would one day be undertaking a book signing there!"

She also enjoyed a launch party for the book at the Hellenic Centre in London.

Head of Book Publishing Emma Barrick said: "Holly Blue takes a proud place in HandE's sheaf for being our first novel.

"We have had amazing support from the Greek media and we are all working hard to fulfil Yianoulla's ambition of becoming a bestselling author."

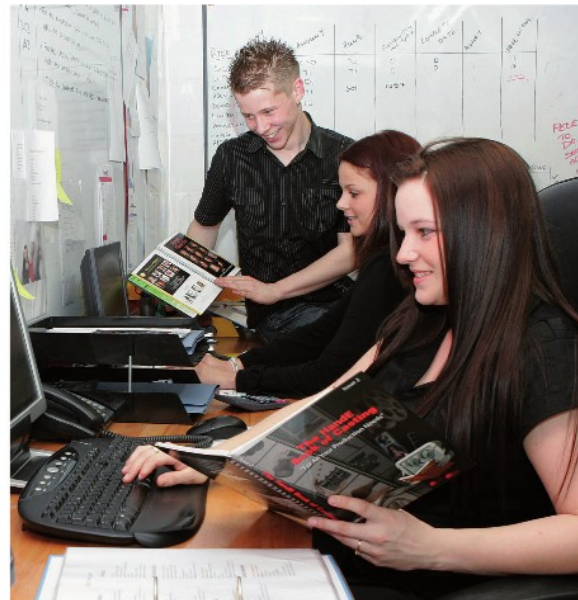


Yianoulla added: "I am absolutely delighted to actually see my book published; I am just waiting to wake up and find out that I have been dreaming!"

Her book, a romance novel, is set in the 1970s and tells of the life and loves of a Greek girl called Sofia, living in England with her traditional family, and how she tries to please her beloved father.

• *'Holly Blue'*, published by HandE Publishing, is available from all bookshops priced £6.99.

We're casting for the future



(Left to right) Peter Ison, Diana Hiskey and Danielle Wood (trainee) in the HandE sales office

HandE's commitment to youth is none more evident than in the company's own sales office at the Epping Film Studios.

The old adage of "if you are good enough then you are old enough" certainly holds true for the sales duo of Peter Ison (18) and Diana Hiskey (25).

The full-time team are responsible for the advertising content of the HandE Book of Casting, a complete listing for all production requirements.

With issue three well underway, and open until October 2008, the team are busy ensuring every possible listing angle is covered.

It is the only directory of its kind to be distributed annually, completely free of charge, to more than 10,000 production companies, casting directors and advertising agencies throughout the UK and Europe, and now hitting the USA too.

Peter, who hails from Waltham Abbey, has been with HandE for a year, having previously worked in building plans administration.

Diana is a newcomer to the HandE team, having joined in March.

She combines a part-time retail job with her full-time role at HandE.

Peter says: "We are a great team and we work well together. We bounce ideas off each other at all times and have come up with some great

suggestions for the third edition of the casting book.

"We have introduced some new sections including star cars, health and well being, stunt schools and animal acting and are all working hard to make this issue the best yet."

Team manager and Director of

HandE CAA,

Jo Cridland

said: "We have a young,

dynamic team,

who are

learning all the

time. They

work hard, have

fun, and it is

great to see them

gaining

experience and

progressing

within the

company.

"They are

actively

encouraged to

formulate their

own ideas and

are being nurtured to

learn new skills,

with in-house training

and guidance on

sales techniques.

The experience that they are gaining

in a hands-on environment will

prove invaluable to them now and

in the future."

Meet the Wizbit gang



Established for just over two years, HandE Film Productions is making a name for itself in the broadcast industry.

Current projects include children's favourite, *Wizbit*, a detective drama series titled *Dead Cert*, a sci-fi drama titled *Crimson Knights* and a TV drama called *Voices*.

In addition the company has a number of ideas involving celebrity chef and HandE author Rustie Lee.

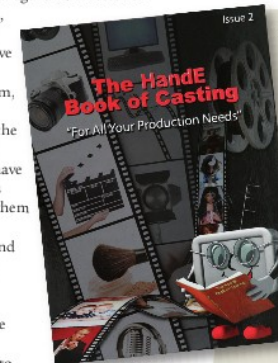
HandE Film Productions has been commissioning in the UK market for the past 18 months under the guidance of Dave Palmer, Head of Broadcast & Film Productions.

The company has also been looking further afield, primarily in the USA, where its projects have been well received.

Dave said: "We have the expertise and the potential and are all working very hard to achieve our first big break.

"We are confident that our ideas will end up on both the small and big screen in the coming months and years.

"It is very difficult to get a foothold within the television industry. However, we are working hard to meet with the right people, and hopefully this will give us the opportunity to showcase our work to its full potential."



The HandE Book of Casting is being extended to encompass the whole of Europe.

Plans to franchise the publication in Poland, to cover north and west Europe, and Turkey, to incorporate east and south Europe, are currently well under way.

Executive Director Justine Maynard said: "We already have a small European section in our current edition, but that is just the tip of the iceberg.

"There is massive potential for our Book of Casting in any worldwide location. There doesn't appear to be another publication like it elsewhere, so the possibilities are huge.

"People advertising in the directory can be assured that the people that matter within the industry will see their advert."

• The book is distributed free to 10,000 people within the industry body. It is also available for £12.99 and can be ordered through www.hande.org or by contacting a member of the CAA team on 01992 561660.