



**ENTREPRENEUR** Sharon Kell is up for a national prize after setting up the Coco Moon dating agency.

## Matchmaker in awards finals

THE woman behind a North East matchmaking firm has made it to the finals of a national awards.

Sharon Kell's new Newcastle-based business Coco Moon is the only company in the region to have made it to the finals of the O2 Grazia Magazine Female Entrepreneur of the Year Awards.

She worked as head of sales for mobile phone company Orange and in a number of senior roles at British Gas. When she tired of life working for a big company she decided to

launch the introduction agency.

"I am proud to be from the North East, and delighted to be chosen to represent our region at the finals. I launched Coco Moon almost 12 months ago, despite advice against setting up a business during the credit crisis... proving all the experts wrong!" she said.

"I had so much belief in my business concept, and continue to do so with the business growing all the time. It has been unbelievably hard work, with so much more to do.

Winning an accolade of this nature is amazing.

"The key has been carving out a new sector in an already crowded market place, with a simple objective - a unique approach to enhancing the lifestyles of busy single professionals, whether they are looking for romance, friendship or marriage."

Sharon will go before a judging panel on Monday and find out whether she has won the national title at an awards ceremony in London on September 29.