Girl Friday: Your Private Concierge and Personal Assistant

FOR IMMEDIATE RELEASE

— December 13, 2013 - Birmingham, Alabama — Girl Friday is a new company based in Birmingham, Alabama. It is a Private Concierge and Personal Assistant Service, created to offer individualized services and assistance to anyone wishing there were more hours in the day.

These personal providers, otherwise known as concierges, are no longer a luxury service for the 1%. This line of work was once confined to the hotel industry but now offers hyper-individualized services with budget flexibility. Services are customizable and need-based, with a wide variety of offerings such as childcare, event planning, errands, housecleaning, pet-setting, personal shopping, home and office organizing and assistance, post-surgical care, elderly assistance and just about any other service a client may need.

With these new services comes a new mentality toward the help. They aren’t just following orders. They’re taking the lead, sometimes even guiding their employers’ most important life decisions – to something as personal as raising a child.

Jasmine Allen, founder of Girl Friday, is the daughter of successful entrepreneurial parents, Larry and Lynda Allen, owners of Rhino Agency and producers of what was once the largest multicultural event in the Southeast, The Birmingham Heritage Festival. Allen realized at a young age that she had the same motivation and entrepreneurial spirit modeled by her parents.

At age twenty-seven, Allen was not a business owner. She was single mom, juggling jobs, and trying to make ends meet. Her ambition to become a young business owner and entrepreneur fell by the wayside. Allen, as always, maintained a strong work ethic but became discouraged after being laid-off twice in one year. Allen was serving as a case manager for a local non-profit when she was laid off the second time.

This is where things began to change for Allen. As a case manager, she often came across people in need. She began volunteering her time by running to the grocery store for mature adults, cleaning bathrooms for those unable to do so, identifying clothes and furniture outlets for families in need, feeding the homeless with other organizations and sometimes, simply sitting with an elderly, lonely parent. She found she enjoyed serving and making a positive impact on people’s lives, tapping into a passion she didn’t know she possessed. That passion renewed her entrepreneurial spirit and Allen set
out to create a company to provide affordable, dependable services to anyone who would benefit from an extra set of hands, an errand crossed off their list, or more regular help.

Allen understands the struggles people face when it comes to time management. Whether juggling household responsibilities alongside a demanding career, or the need for short or long-term care for an elderly parent or post-surgical patient, enlisting Girl Friday services for a few hours, a week, or a month, could make all the difference.

Allen commented, “Imagine a stress-free day spending more time doing what you love while we take care of the rest.” And that is Girl Friday’s ultimate goal. To give the gift of time. Girl Friday strives to provide peace of mind for hard-working families and individuals by helping them balance life’s demands. Employees at Girl Friday are trained to work efficiently, professionally and are always dependable. Client needs and budgets are kept top of mind to ensure a positive experience and referral generation.

To learn more about Girl Friday Private Concierge and Personal Assistant services, visit girlfridaybirmingham.com, follow them on Facebook or call directly at 205.719.9019.

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Contact:
Jasmine Allen
Email: jasmine@girlfridaybirmingham.com
girlfridaybirmingham.com
p. 205-719-9019