



5 October 2010

FIFTH GENERATION JOINS THE CREASEY'S FAMILY BUSINESS

JONATHAN CREASEY has joined Creasey's in the role of business development thereby establishing the family business' fifth generation.

The son of managing director, Tony Creasey, Jonathan, graduated from Loughborough University with a degree in business management with retail. During his degree he spent a year studying store management and marketing at Hamley's in Saudi Arabia.

'I always wanted to come into the family business – it was always a case of when as opposed to if,' said Jonathan, 32. 'After Loughborough it was not the right time for me to join the business so I joined KPMG where I spent 10 years. I reached senior manager level in the audit side and the next stage was director. Having spent a year at senior manager level I reassessed what I was doing and decide that now was the right time to move on.'

Jonathan said that this was a particularly exciting time for business which includes the M&S franchise, as it continues the redevelopment of the former Woolworth's building and decides on the future of the M&S Smith Street building.

'We will be looking to bring something new to Guernsey into that store so that is very exciting. We have a couple of good opportunities and we are quite far down the line in talking to people about them.'

Jonathan said he has always taken an interest in the business and has been encouraged by the feedback he has had from the store's new magazine, Twenty10, and the use of Facebook to share latest deals and shopping ideas with its customers both young and old.

'This had shown that we have a good loyal customer base and we are gaining new customers all the time. It is because of this that we are investing heavily in St Peter Port and keeping the Town centre vibrant and the shopping hub that islanders love.'

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