

The Woman behind the brand

Sharyn Wortman

Australian born Sharyn worked in advertising for 10 years as an art director and then later on as a creative director. Her most famous television commercial was for an Australian company that makes tinned peaches; it involved the Australian Olympic Gold medallists hamming it up in a big song and dance number. It was hugely successful for the client, sold loads of tinned peaches and made the boys instant gay icons overnight!

After all this excitement, Sharyn made the decision to come to London, booked a ticket and arrived a week later. "Once I had had enough of working in advertising I gave myself a week to come up with a new idea. I like to be quite spontaneous and this is one of the most inspiring things about running my own business!" she explains.

Following an initial visit to London, Sharyn went to LA, spent too much time drinking tea with a friend who was writing her first novel and came up with the idea to set up a company that made nice products. "Tea seemed like the perfect idea as it gives us the opportunity to take time out of our day and catch up with friends," points out Sharyn.



She continues by saying: "If anyone had ever read my fortune and told me that I would run a tea company in London one day I would have told them they were crazy, and yet at the age of 35 I find myself doing exactly that and loving it."

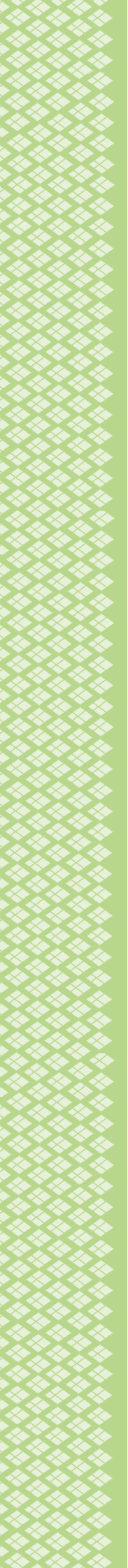
Sharyn lives and works on a boat on the river Thames, loves to entertain friends and family and experiment in her kitchen. As a result of endless pots of tea over breakfast lunch and dinner she came up with her blends.

The philosophy for the range at Today was Fun comes from all the daft ideas and silliest imaginings inside Sharyn's head and the heads of others she knows and is especially useful that Sharyn loves to read and to exchange learnings with people around her.

In 2005 Today was Fun won best new Organic Product for its Sleepy Tea and received a highly commended award for Gift of the Year. Then in 2006 the company won best new Organic Product again for Green Green Tea™. "I must be doing something right to keep on knocking off the big boys," Sharyn says. "I think it is a combination of creativity, passion and not being surrounded by people who play safe."



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Take a risk, have a go and have fun doing it is Sharyn's motto. Life is too short if you are not enjoying something, then why are you wasting time?

Today was Fun is the mission statement of the company as well as the name. Sharyn believes that if she can't get to the end of the day and say "Today was Fun" then it is time to change tact again.

Starting her own business was also about giving herself the time to do things that she loves in life. She decided that she wanted one day off a week to paint and be creative. When she thought about it, she felt that it didn't seem fair to have employees working if their boss wasn't there so made a simple rule: no one that works for Today was Fun should work on a Friday! "We call them Fun Fridays and if you call, the answer phone will be on as I will be in the studio painting (want an invite to the next opening?)", Sharyn exclaims.

Sharyn insists that it makes a much more inspired place to work if everyone has the opportunity in their week to spend time following their passion. Anita who works for Today was Fun is a very talented Singer Songwriter and Eva who helps at Trade shows is studying to be a voice movement therapist.

There are loads more ideas for the future. One thing Today was Fun will never be short of is ideas. Running her own business has taught Sharyn that the hard part comes in seeing it through and the time and energy it takes to execute them.

"I can't wait to be 80. Wow imagine what I will know then...", she concludes!

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For more information, set up an interview with Sharyn and/or visuals, please contact: **Isabelle Goldstein** on **0208 3460069** or email **isabelle@goldsteinpr.co.uk**

