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**Ayrshire businesses can and will triumph over world economic downturn**

*AYRSHIRE'S small and medium-sized businesses can beat down the current worldwide economic situation and return the region to full prosperity.*

AYRSHIRE, SCOTLAND, October 07, 2008 **/24-7PressRelease/** -- AYRSHIRE'S small and medium-sized businesses can beat down the current worldwide economic situation and return the region to full prosperity.

So says Elite Ayrshire Business Circle managing director Murdoch MacDonald.

He said today: "Ayrshire has a well diversified spread of excellent, innovative and hard-working businesses who can and will not only survive the current economic downturn, but also emerge at the end of it stronger and more successful than ever."

"Journalists are quite understandably wary of cliches, but cliches become cliches because they are true. And an old cliché that is true and particularly apt at the moment is that when the going gets tough, the tough get going.

"And now that the going is undeniably tough, Ayrshire businesses will not only get going, but raise their game yet another gear or two in order to successfully weather the storms ahead.

"It is all too easy to make difficult times an excuse for indifferent performance, or to imagine that setting up more think tanks or talking shops will somehow improve the situation.

"But Ayrshire businesses will take the proper, responsible path, and adopt Churchill's famous phrase - K.B.O. - keep buggering on.

"Keep buggering on doing what Ayrshire businesses do best - identifying, producing and selling a wide range of different goods and services that would be a credit to any region of the world."

And the Elite Ayrshire Business Circle will continue to help them do just that.

The Circle was set up last year to celebrate and promote the wealth and rich diversity of business activity and entrepreneurial talent that abounds in Ayrshire.

One of the ways in which it does that is through its website Ayrshire Scotland Business News, which has already accumulated more than 360 permanently archived articles about successful Ayrshire businesses.

The website has already achieved a high ranking on Google and other search engines, and attracts visitors not only from Ayrshire, but throughout the UK, and around 50% come from elsewhere in different countries around the globe. Around 20% come from the United States and Canada.

Murdoch MacDonald concluded: "The Ayrshire business brand is essentially the collective efforts of the innovative and diligent people who live and work here.

"The Elite Ayrshire Business Circle will continue to promote that brand throughout the world.

"Together we can and will triumph over current adversities, as Scotland always has throughout its history."

Downloadable image available at:

<http://www.ayrshirescotlandbusinessnews.com/2008/10/ayrshire-businesses-can-and-will.html>

## THE ELITE AYRSHIRE BUSINESS CIRCLE

The Elite Ayrshire Business Circle is an association formed last year of some of the top companies in Ayrshire.

Its purpose is to publicise its members, and to celebrate and promote the rich diversity of industry, commerce and business services available within the county boundaries of Ayrshire.

Members include the Clydesdale Bank, Ayr Racecourse and the Western House Hotel, and member company activities include building and construction, architectural practice, estate agency and land management, chartered accountancy, insurance broking, legal services, golf club management, marketing services and brand creation, web design and public relations consultancy.

For further information about The Elite Ayrshire Business Circle and to apply for membership, e-mail [eliteayrshire@gmail.com](mailto:eliteayrshire@gmail.com)

Founder members of the Elite Ayrshire Business Circle:

Clydesdale Bank <http://www.cbonline.co.uk>  
Ayr Racecourse <http://www.ayr-racecourse.co.uk>  
Western House Hotel <http://www.ayr-racecourse.co.uk/hotel.html>  
CKD Galbraith Property Consultants <http://www.ckdgalbraith.co.uk>  
Frazer Coogans Solicitors <http://www.frazercoogans.co.uk>  
Accident & Injury Claims Centre <http://www.accidentclaims.com>  
MacKay Corporate Insurance Brokers <http://www.mackaycorporate-brokers.com>  
Donald Ross Estate Agents: <http://www.donaldross.co.uk>  
William Skinner & Son Building Contractors <http://www.williamskinner.co.uk>  
Sinclair Scott Chartered Accountants <http://www.sinclairscott.com>  
Paligap Creative Agency <http://www.paligap.com>  
ARP Lorimer & Associates Architects <http://www.arpl.co.uk>  
Brunston Castle Golf Club <http://www.brunstoncastle.co.uk>  
Accident & Injury Claims Centre <http://www.accidentclaims.com>  
Visimetrics <http://www.visimetrics.com>  
Fouters Restaurant <http://www.fouters.co.uk>  
Christie Financial Planning Ltd <http://www.christiefp.com>  
Allison Lightbody Waddell Chartered Surveyors <http://www.alwsurveyors.com>  
Kestrel Press <http://www.kestrelpress.com>  
Fame Publicity Services Public Relations Consultancy <http://www.famepublicity.co.uk>  
Easton Property  
Easton Kitchens & Bathrooms

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