

# Celia celebrates after business win



Celia celebrating her win.  
Picture by Ian Georgeson

Hey Girls, a Buy One Give One, sanitary social enterprise tackling period poverty in the UK, are celebrating after being crowned Virgin StartUps Scottish Business of the Year 2018.

Founded by mother Celia Hodson and her daughters, Becky and Kate, they will now receive mentoring, marketing and PR support.

Every time a customer buys a packet of towels for themselves they also pay for one to be donated to someone who is struggling.

Celia understands first-hand the financial strain of buying sanitary protection when struggling to survive on benefits.

She said: "It's crazy to think that we've achieved this success having only just launched in January."