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Subject: James Caan

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Franchise has got the X Factor

By Simon Tostevin

PRIZES supplied by a Guernsey business will feature on this weekend's final of The X Factor.



Goldgenie CI's Sarah Wong with the 24-carat gold-plated prizes which it has supplied for this weekend's viewer competitions during The X Factor final. (Picture by Tom Tardif, 0885728)

Along with a luxury holiday to LA and an exclusive VIP backstage pass for the X Factor Live Tour, viewers could win a series of 24-carat gold-plated gadgets courtesy of Goldgenie CI including an Xbox 360 Elite, an iPod Touch and Nintendo DS.

Goldgenie CI owner Sarah Wong said it was a shock to hear back from producers at TalkbackThames, the production company behind the show, to say they were interested.

'I had emailed them on a couple of occasions earlier in the series because I saw that they were giving away prizes that I did and I thought wouldn't it be great if they offered gold ones, but I heard nothing back and thought no more of it,' said Miss Wong.

'But then a couple of weeks ago one of the producers called me back and said they had sorted all of the prizes out up to the semi-finals, but had looked at my website and seen the products and felt it would be a great prize to give away on the night of the final.'

Miss Wong received a script of what is going to be read out during the competition segment of the show earlier this week from TalkbackThames producer Audrey Lang and now cannot wait to watch the final of the singing competition which will feature Olly Murs, Stacey Solomon and Joe McElderry.

The business, which is the Channel Islands franchise of the Goldgenie company founded by Laban Roomes, who featured on Dragons' Den in 2007, has been running for three months.

Miss Wong said business was going well and that featuring on The X Factor could not have come at a better time.

‘It’s coming up to Christmas, which is a really important time for us and we’re putting out flyers with the Globe this week so to be on The X Factor couldn’t have coincided any better.’

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