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# Max Clifford sparks sweet taste of success

by JULIA KENNARD

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When Laura Conway baked a few cup cakes for her sister's 30th birthday she had no idea it would lead to a contract with a national celebrity and her own fledgling business.

Twelve months on, Miss Conway, 29, of Ewell, has baked for cancer-stricken reality TV star Jade Goody for her wedding to Jack Tweed.

The contract has persuaded the former personal assistant, who was recently made redundant from her post at ITV, to go full time with her business Cupcake-A-Licious.

Miss Conway, who was called by publicist Max Clifford to make the Vanilla Sweetheart and Pretty in Pink cupcakes for Goody's wedding, worked into the early hours to create seven tiers of 170 cup cakes sprinkled with glitter and topped with iced butterflies.

Miss Conway, who was helped by her mother Pat, then delivered the cake personally to Down Hall, a hotel in Hertfordshire in time for the wedding.

Speaking of the experience, she said: "I was flabbergasted to get the call. Max must have seen a leaflet somewhere. I was shocked

Jade wanted a really bright and sparkly cake. I wanted to try and give her a bit of happiness.

**Laura Conway**  
On Jade Goody's wedding



**Bake well: Laura Conway is going full time with her Cupcake-A-Licious business**

Deadlinepix SU28476

and honoured to be asked.

"I feel so sorry for her sons and her whole family. It was quite sad to be making a cake for such an unusual occasion.

"Jade wanted a really bright and sparkly cake. I wanted to try and give her a bit of happiness and help make it a joyous occasion."

Miss Conway said there was no "secret recipe" to her cup cakes,

only that "each one was filled with a love".

She said: "I'm very fortunate to have found this new skill, given that I was made redundant earlier this year.

"Now I'm taking the business full time I hope it is a real success."

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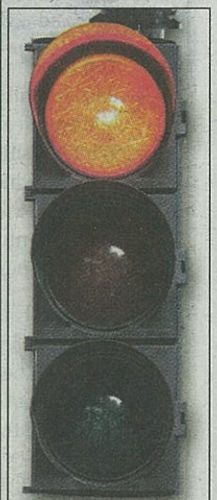
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