

Media Release

Naturally Australia Winter Edition - the Perfect Winter Companion

The companionable winter edition of *Naturally Australia* magazine, published by the Complementary Healthcare Council's (CHC) National Media Partner, Roxby Media, was officially launched last week at Martin Place, Sydney. Seasonable launch events will continue nationwide, accompanied by a range of activities including radio and television campaigns and hot spot giveaways. Inspiring readers about natural health and wellbeing, the magazine will be distributed for free during the launch, followed by sales at selected newsstands.

Executive Director of the CHC, Dr Wendy Morrow, highlighted the increasing importance of consumer knowledge and understanding around achieving a healthy lifestyle given the growing trend towards consumers taking personal responsibility for their health and incorporating preventive measures, including complementary medicines (CM), into a balanced lifestyle and diet.

"It is inspiring to see the population moving towards this pro-active healthy lifestyle and as the peak body for the CM Industry we want to ensure that consumers have access to appropriate resources and knowledge." Dr Morrow went on to say.

"*Naturally Australia* arms consumers with independently written, informative and engaging content to support them in achieving their health goals – whilst consistently encouraging discussion of any significant lifestyle changes with a healthcare professional" she added.

The perfect companion to see consumers through the cooler months ahead, the new winter edition covers all aspects of how to achieve and secure natural health during the dreaded cold and flu season. *Naturally Australia* Winter is packed with exercise and fitness tips to keep people motivated and off the couch, articles on mental health, wellbeing, food and nutrition. It is also bursting with the latest on complementary medicines, natural beauty, giveaways and getaway suggestions for the winter months.

Hitting selected news stands nationwide, *Naturally Australia* Winter is being officially launched in major cities in the coming months. The Sydney launch includes free handouts at Martin Place, as well as various hot spots around the northern beaches and eastern suburbs.

Appearing at the Sustain Traders Oceania Natural and Organic Lifestyle Show held last week in Sydney, as well as the Mind, Body and Spirit festivals showcasing in major cities across Australia, the magazine launch is supported by television and radio campaigns with SBS and NOVA FM. Other distribution channels include social media, iPad and mobile technology, online editions and post launch distribution via selected newsstands and Go Vita stores.

Be sure to 'Like' the Winter Edition on the *Naturally Australia* [Facebook page](#) and whilst there check out the latest photos, updates, tips and giveaways from the *Naturally* team.

Launch activities include:

Mind Body and Soul Festival

Brisbane

Adelaide

Melbourne

Sydney

Friday 29 June - Sunday 1 July 2012

Saturday 29 Sept - Monday 1 Oct 2012

Friday 23 - Sunday 25 November 2012

Thursday 8 Nov - Sunday 11 Nov 2012

Sustain Traders Oceania Natural and Organic Lifestyle Show

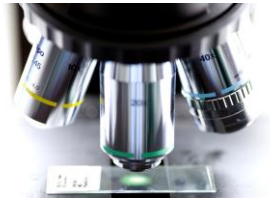
Sydney

Friday 20 – Sunday 22 July 2012

Complementary Healthcare Council of Australia

Nature - Science - Health

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Magazine Give-Aways
Martin Place Train Station
Northern Beaches Cafes
Eastern Suburbs Cafes

Wednesday 18 July 2012
Saturday 28th and Sunday 29th July 2012
Saturday 4th and Sunday 5th August 2012

Ends

CHC Contacts

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