

Sydney's CBD takes a break for a day, Naturally

*Naturally Australia's Picnic & Wellness Day turns bustling Martin Place
into a green oasis of calm and wellbeing...*

Did you know nine out of 10 Australians aren't consuming enough vegetables a day, and six in 10 aren't getting enough physical activity? And almost half of us are totally stressed out, with 43% of Australians suffering from unhealthy levels of stress!

What better reason to head along to *Naturally Australia's* Picnic & Wellness Day in Sydney's Martin Place on Wednesday 20 February. Join some of the health industry's most insightful experts for a day of fun in the sun. We'll have a large grassy picnic area, organic vineyard, live music, free treatments and giveaways, yoga, sports activities and more... Best of all, it's FREE!

"We're hoping the day will give everyone a prompt and remind them that it's important to take a break in your busy day and reflect on your health," says Richard Henfrey, president of the Complementary Healthcare Council of Australia. "Take 15 minutes out of the office, get your shoes off and join in!"

With an extraordinary range of activities and displays on offer, the day promises to be fun, informative and good for you! Bring your lunch box and we'll provide healthy refreshments. Try an organic wine, some naturally delicious treats or just kick back and listen to some music.

"We're incredibly excited to be partnering with the Complementary Healthcare Council for this event," says *Naturally Australia* editor-in-chief Ingerlise Svaleng. "It's so important to take time out in this crazy world we live in. This is a chance to check in with yourself: am I feeling ok? Do I need to do some yoga, or maybe have a massage, or sweat it out with some exercise? Whatever your mood, there'll be something to give you a boost."

The autumn issue of Naturally Australia is out in April, featuring Wellness Warrior Jessica Ainscough, expert advice on how to plan for a baby and boost your fertility naturally, a yummy vegan recipe special, nature retreats that won't break the bank, Naturally's guide to organic cafes and much, much more.

**** Media are invited to attend this event****

What: *Naturally Australia's* Picnic & Wellness Day

When: 20 February, 9am-3pm

Where: Martin Place, Sydney

Contact: Sandra Johansson, 02 8246 7412 or sandra@roxbymedia.com.au

Included on the program will be **FREE**:

- Yoga, spinning and other activities
- Treatments such as massages, manicures and pedicures
- Live music
- Organic wines and refreshments
- Fun hockey activities with Hockey NSW
- Former NFL star Colin Scotts promoting sports and health for children

NOTES TO EDITORS:**About *Naturally Australia***

Naturally Australia is the official media project of the Complementary Healthcare Council of Australia, providing inspirational tips for how to enhance your health and wellbeing – naturally. The glossy bi-annual magazine keeps you up to date about all aspects of natural health and lifestyle, including exercise and fitness, mental health and wellbeing, food and nutrition, complementary medicines, family health, natural beauty, holidays and getaways. The first issue launched in March 2012 with nationwide events on major beaches and transit sites, and post-launch distribution via newsstands, Go Vita stores, doctors' surgeries, natural therapies clinics, online and iPad versions. *Naturally Australia* is published by Roxby Media.

About the Complementary Healthcare Council of Australia

The Complementary Healthcare Council of Australia is the leading expert association exclusively committed to a vital and sustainable complementary healthcare products industry. We believe in a holistic healthcare model based on promoting long-term wellness of the community. We are unique in representing all stakeholder groups in the complementary healthcare industry. Our members include importers, exporters, manufacturers, raw material suppliers, wholesalers, distributors, retailers, practitioners, consultants, direct marketers, multi-level marketers and consumers. We are the principal reference point for members, the government, the media and consumers to communicate about issues relating to the complementary healthcare industry.

Available for media interviews:

Wendy Morrow – Executive Director, Complementary Healthcare Council of Australia

Ingerlise Svaleng – editor-in-chief, *Naturally Australia*

David Collett – owner of Roxby Media

Colin Scotts – former NFL star turned business leader and health ambassador

For further information or to arrange an interview, please contact Sandra Johansson at Roxby Media on 02 8246 7412 or email sandra@roxbymedia.com.au