



Rebrand Announced for Women's Health Signature Campaign

Swisse Wellness Confirmed as Inaugural Mentorship Program Sponsor

Unveiling of Female Sports Mentorship Program

Tuesday 21st February 2017: *Women's Health* today announced a rebrand of its signature female sports campaign, *I Support Women in Sport* – to *WinS* (Women in Sport) – and an amplified campaign scope for 2017.

To launch the *WinS* initiative, on Thursday 23rd February, *Women's Health* will partner with Swisse Wellness to host the inaugural *WinS* Speed Mentoring Night in Sydney. At this event, some of Australia's most high-profile sporting identities and industry leaders will share their career wisdom and life experience with the next generation of female athletes, via a series of one-on-one speed mentoring sessions.

“We are very proud to announce our partnership with *Women's Health* for a campaign that sets out to not only recognise female sporting achievement, but to actively affect change in the sporting arena,” says Michael Howard, Director of Sales & Marketing at Swisse Wellness.

“Like *Women's Health*, we couldn't be more excited to see the recent momentum building around women's sport with the launch of AFL Women's, the Super Netball and the recent success of the Women's Big Bash League. Supporting the *WinS* campaign was a natural fit for us as a business as we share the same values as *Women's Health* – helping make millions of people around the world healthier and happier”.

The highly regarded *I Support Women In Sport* Campaign launched six years ago as the first initiative of its kind in the country, to increase media support and advocacy of women in sport and promote their outstanding achievements from grassroots to elite Olympic level. Since 2011, the campaign has generated recognition and support from Australia's leading sporting bodies, athletes and the Federal Government - and continues to make significant inroads in the support of women in sport.

Jackie Frank, General Manager, Fashion, Beauty and Health, says: “Today we are announcing our commitment to take *Women's Health's* ground-breaking campaign to the next level.

“Through *WinS* we aim to increase our fight for equality and to ensure remarkable women in sport have their achievements actively supported, recognised and celebrated. Supported by our amazing partner, Swisse Wellness, this week we will unveil our first mentorship initiative where some of the country's most renowned female athletes and industry identities will give up their time to personally mentor some of Australia's rising stars.

“Throughout 2017, *Women's Health* will roll out a series of *WinS* initiatives, including sponsorship and employment opportunities, funding, additional interstate mentoring and training programmes, as

well as continued media awareness via *Women's Health* along with associated Pacific Magazines and Seven West Media channels to support and promote women's sport.”

The line-up of mentors attending the launch event include; Cate and Bronte Campbell, Kelly Cartwright, Leisel Jones, Michelle Bridges, Catherine Cox, Louise Bawden, Shelley Watts, Mark Beretta, David Koch, Sarah Chibnall, Jackie Frank and Jacqui Mooney. In the coming weeks, *Women's Health* together with Swisse Wellness, will host a second Speed Mentoring Session in Melbourne.

Jacqui Mooney, Editor, *Women's Health* comments: “Quite simply, WinS is about sportswomen winning both on and off the field. The rebrand of our signature campaign encapsulates in just one word, the winning spirit of this initiative. These women and their incredible dedication is deserving of more sponsorship, more media attention, more employment opportunities and more flexible working conditions. With the launch of *WinS* we see this evolving and imparting real opportunities and change in the lives of sportswomen at what is a truly game-changing moment for female athletes in Australia.”

The 2017 campaign culminates with the annual WinS gala awards night in Sydney in October with additional commercial partners announced shortly.

Ends.

For further information please contact:

Rochelle Griggs, Group Publicity Manager, Pacific Magazines

T: 9394 2326 E: Rochelle.Griggs@pacificmags.com.au