



## **WOMEN'S HEALTH, REXONA AND CHANNEL SEVEN REVEAL PARTNERSHIP FOR AUSTRALIA'S MOST SIGNIFICANT FEMALE SPORTS AWARENESS CAMPAIGN: *I SUPPORT WOMEN IN SPORT***

Wednesday 19<sup>th</sup> January 2011 – Australia's biggest-selling healthy lifestyle magazine, *Women's Health*, and Rexona have announced a 12-month partnership for *I Support Women In Sport*, the country's most significant female sports awareness campaign in history.

Channel Seven will join *Women's Health* and Rexona as an official partner for the 10-month campaign, sharing the initiative's vision and commitment to success. The country's leading television network will offer extensive on-air TVC support, commencing in March.

The campaign will be officially revealed at a gala event at the Sydney Cricket Ground this evening, attended by Her Excellency Ms Quentin Bryce, AC, Governor-General of the Commonwealth of Australia and Federal Sports Minister, Mark Arbib. A leading line-up of the country's most successful female and male sporting identities, including Liz Ellis, Jeff Fenech, Matthew Mitcham, Kerri Pottharst, Elka Graham, Lauryn Eagle, Jude Bolton and Lydia Lassila will also be in attendance.

Felicity Harley, editor, *Women's Health*, comments, "*I Support Women In Sport* has two clear objectives: participation and recognition.

"Firstly, we aim to encourage **over 100,000 Australian women** who currently do not participate in sport, to pledge their support and become involved in a sporting activity during 2011. Secondly, we will celebrate female athletes from all fields whose achievements are often undervalued or unrecognised.

"We believe the campaign is the most significant of its kind in history – and our goals are timely and ambitious, but ultimately achievable," adds Harley.

Anthony Toovey, Marketing Manager, Unilever Australasia, comments, "*I Support Women In Sport* is a perfect fit for Rexona on a number of levels. The values, ethos and demographic fit of the campaign sit with our priorities for the brand in 2011 and we are proud to partner with such a unique and inspiring cause."

Rexona will feature up-and-coming female athletes in advertorials throughout the course of 2011, commencing with the February 2011 issue of *Women's Health* and professional triathlete Courtney Gilfillan.

*Women's Health* magazine will support the drive with a dedicated website [isupportwomeninsport.com.au](http://isupportwomeninsport.com.au) which will track the number of sporting 'commitment pledges' made and simplify the participation process, with a directory to find the nearest sports team, key calendar dates, a library of relevant information and social media to start community conversations. Each issue of the magazine will dedicate at least six pages of editorial showcasing inspirational female athletes and actioned-orientated tips to motivate and inspire readers.

The campaign will culminate in a finale awards ceremony in October, which formally and publicly recognises Australian female sporting achievements.

# AUSTRALIAN Women's Health

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Harley adds, "*I Support Women In Sport* seeks to support Australian sportswomen from the grassroots level to our next generation of female stars. For too long, Aussie sportswomen have lacked the support they deserve – from sponsorship dollars, to community backing and public recognition of their achievements. The campaign seeks to address the imbalance by promoting positive female role models, recognising female sporting achievements and by actively encouraging female sports participation via highlighting its many physical and mental benefits."

Campaign ambassadors include Olympian superstar Cathy Freeman, tennis great Alicia Molik and netball legend Sharelle McMahon. The campaign commences in the February issue of *Women's Health* (on sale tomorrow, Monday 17<sup>th</sup> January) with a stunning portfolio of up-and-coming female athletes.

For further information, please contact:

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Background statistics:

- At aged 10, 64.6 per cent of girls play organised sport; come age 35, it's a mere 12.8 per cent.
- Animals (horses and dogs) receive more media coverage than all of female sports (animals 14%; women 9%)
- Tickets to women's events at the London's 2012 Olympics have been priced well below the cost of their male counterparts – with some selling for less than half.
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Sources:

Australian Bureau of Statistics

Australian Sports Commission Report Towards A Level Playing Field: Sport and Gender in Australia

Tickets: London2012.com