



MEDIA RELEASE

Monday, 22 June 2015

Amway Goes Digital with New Blogging Site

Amway embraces digital platforms as a way to communicate and interact with people through their new blogging site, Amway Today.

A recent study conducted by Amway, found that no demographic is more positive about entrepreneurship than Gen Y. This new blogging site will create more opportunities for aspiring entrepreneurs.

“As blogging is becoming a more popular way for readers to get their daily news, younger generations in particular, we thought we should embrace the digital realm and create our own blogging site,” Michial Coldwell, General Manager of Amway Australia and New Zealand, said.

Since going live with Amway Today we have released 82 blogs which have proved to be quite popular with approximately 9991 views with 1008 returning visitors, which is growing by the day.

Amway Today features blogs from Amway Staff and Amway Business Owners on topics such as health, beauty, lifestyle, business updates, events and many others.

Amway Today launches its Blogger Program in July inviting Amway Business Owners to audition to be regular bloggers, paving the way for user-generated content.

To find out more visit amwaytoday.com.au

*Media contact: Alison Hush: 02 9854 8121
Josephine Daly: 0435 081 489*

About Amway: Amway is a \$US10.8 billion company with 21,000 employees. Amway is the world's number one direct selling business in the world as ranked in the 2013 Direct Selling

Amway of Australia
7-9 Irvine Place, Bella Vista, NSW 2153 Australia
www.amway.com.au



MEDIA RELEASE

News Global 100. There are more than 100,000 Amway Independent Business Owners in Australia and New Zealand. Amway has helped more than 12 million children through our One by One Campaign for Children since 2003.