



## Swisse Wellness powers Australia's dreams at 2018 Winter Olympics

*Media Release*  
*25<sup>th</sup> January 2018*

**Wednesday 24<sup>th</sup> January 2018: Swisse Wellness is pleased to announce it is continuing to power Australia's dreams as a partner of the 2018 Winter Olympic Team, unveiling its new campaign and announcing two new Olympic ambassadors. From 9<sup>th</sup>-25<sup>th</sup> February, PyeongChang, South Korea will play host to athletes from across the globe competing in 102 events and 15 disciplines.**

Joining the suite of Swisse Wellness ambassadors, the brand is thrilled to introduce Australian sporting champions **Danielle Scott** and **Scotty James** as Swisse Wellness ambassadors for the 2018 Winter Olympics.

Danielle Scott is an Australian Olympic Aerial Skier (2014), two-time World Championship Medalist and currently ranked number two globally for freestyle skiing. Ahead of her appearance at the Winter Olympics, the 27 year-old said she is looking forward to representing Australia with the support of one of Australia's leading wellness brands.

"I'm proud to join Swisse Wellness as an ambassador for the 2018 Winter Olympics and looking forward to spreading the health and happiness message and letting the green and gold fly."

Scotty James is an Australian Olympic Snowboarder (2010, 2014), two-time World Champion and currently ranked number one globally for Snowboard Halfpipe. Ahead of his appearance at the Winter Olympics, the 23 year-old said he is delighted to partner with Swisse to help keep at the top of his game.

"I'm excited to partner with such a trusted brand that's committed to helping Australian athletes lead healthier and happier lives as well as realizing their dreams and potential."

Oliver Horn, Managing Director of Swisse Wellness ANZ, said the brand is thrilled to support such incredible Australian athletes in the lead up to some of the biggest professional moments in their careers.

"The Winter Olympics is an important event on the international sporting calendar uniting the world to celebrate our greatest athletes. These Australian champions share our values of pure passion and dedication, and a focus on mindfulness, movement and nutrition to achieve good health.

"As a proud partner of the Australian Olympic Committee, we are excited to watch our athletes power their dreams as they strive for optimum performance on the big stage, an opportunity earned through their hard work and dedication," said Horn.

The integrated 2018 Swisse Wellness Winter Olympic campaign showcases ambassador and product TVCs launching on Thursday 1<sup>st</sup> February that will continue to run during Network Seven's highly anticipated coverage of Pyeongchang, complimented with digital activity. The content is focused on the cycle of determination required for regular preparation, training, practice and competition, and the role of Swisse Multivitamins, Magnesium and Mega B+

Swisse Wellness Pty Ltd

ACN 004 926 005

ABN 62 004 926 0005

111 Cambridge Street, Collingwood

Melbourne VIC Australia 3066

T: +61 3 9418 6767

swisse.com

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products in maintaining strength, stamina and wellbeing as well as aiding recovery for each of the athletes to be at the top of their game, every day.

*For all enquiries, please contact:*

**For all enquiries, please contact:**

Swisse Wellness PR Manager  
Abbey Thomas  
[Abbey.Thomas@hh.global](mailto:Abbey.Thomas@hh.global)  
0408515164

Swisse Wellness PR Advisor  
Gemma Smolenaers  
[Gemma.Smolenaers@hh.global](mailto:Gemma.Smolenaers@hh.global)  
0412 900 093