



**MEDIA RELEASE**

## **ADELADY GOES INTO PRODUCTION**

The Nine Network today announced that production has commenced on a lifestyle series based on the popular website [adelady.com.au](http://adelady.com.au).

**Hayley Pearson** and **Lauren DeCesare**, founders and creators of *Adelady*, will host the TV version of their online sensation, which will be produced by Channel Nine Adelaide.

*Adelady* will be a place free of gossip and negativity. It will be full of fun, style, fitness, food, fashion and the best events in SA. It will be about inspiring women and highlighting the best of Adelaide.

Hayley Pearson said: "After 12 years in radio we wanted to take everything we learnt to create a fun little community that made us happy."

"The website has resonated with the people of South Australia and we're excited to bring it to life on the small screen."

"I also get to work with my bosom buddy, Lauren, and every day we wet ourselves laughing."

Lauren DeCesare said: "We're both overwhelmed at how many people visit our website and engage with us on social media, and it's not just our mum and dad – it's REAL people."

"We can't wait to share the best of Adelaide with everyone, in our own quirky way."

*Adelady* will be made possible with the support of Websters Lawyers, Australian Institute of Fitness, Menz Fruchocs, Harbour Town, RAA, Fresh Hair and Body, Fertility SA, G-Fresh Spices and RD Jones Group.

## **ADELADY – COMING TO NINE ADELAIDE IN 2016**

#9Adelady

[www.adelady.com.au](http://www.adelady.com.au)

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For Further Information:  
Channel Nine Publicity  
08 7326 1116 or 08 7326 1288

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