



## MEDIA RELEASE

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# Adelady – Adelaide's Newest Online Guide To All Things Local And Fabulous

Introducing *Adelady*; a new website sharing the best of Adelaide style, fashion, food, art, health, fun and women. *Adelady* is designed to inspire women and promote all the hidden treasures and wonderful things about Adelaide.

The tapas-style website has officially launched with over 13,000 unique views in the first weekend, and co-creators Hayley Pearson and Lauren DeCesare are eager to showcase what *Adelady* has to offer to South Australian women.

Hayley says, "We wanted to create a site that's bigger than just a website. It's full of everything we (as Adelaide women) are into. *Adelady* is a place free from gossip and negativity, and full of personality."

Hayley and Lauren built a strong friendship while working together in radio for over five years. Hayley has taken a break from the demanding hours of breakfast radio to have her second baby, and created a role that's more family friendly.

Working to their strengths, the dynamic duo have utilised their skill sets to establish *Adelady*. Hayley drives the forefront of the brand, while Lauren manages and produces the back end, making the perfect match.

"*Adelady* stands out from the crowd due to its strong emphasis on sharing and collaboration," says Lauren.

"Anyone can write for *Adelady*. If they're passionate and believe they have something Adelaide women would be interested in, we want to share it."

Alongside Hayley and Lauren, *Adelady* has a handful of talented regular contributors, including Sonia Bavistock from *Sonia Styling*; Christiane Duigan from *Bodyism Global* and *Mrs Clean and Lean*; Adelaide comedian Alicia Norton and little Miss Cupcake also known as Jenna Marie Jaede from *My Kitchen Rules*.

"We've met some incredible Adelaide women along the journey, who are both inspiring and successful. These women are our contributors and are the perfect representation of what *Adelady* is all about. We salute them and thank them for sharing themselves with us and with our readers," says Hayley.

"Having worked in radio for 14 years between us, we know that nobody ever reads to the end of a media release. So, if you got this far, you're amazing and we love you!"

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