

marie claire



AUSTRALIA SAYS YES: marie claire celebrates with a limited-edition marriage equality cover

Wednesday 15 November, 2017: *marie claire* today unveiled a limited-edition cover-wrap to celebrate today's announcement of a "yes" vote for marriage equality.

Nicky Briger, *marie claire* editor, comments: "Right now, champagne corks are popping across the country as we take the first step towards joining the 760 million people currently living in countries where same-sex marriage is legal. At *marie claire*, we believe that every couple has the right to marry – and now, armed with the official backing of most Australians, we can finally get this done!"

On sale from tomorrow, the cover execution follows *marie claire's* longstanding commitment to pushing for change on this issue, starting with the brand's far-reaching "I Do" campaign in 2012 where 170,000 readers signed the petition and thousands more marched in *marie claire's* two rallies in Sydney and Melbourne.

More recently, as part of *marie claire's* partnership with Airbnb's "Until We All Belong" initiative, over 170,000 Australians ordered Marc Newson-designed "acceptance rings" to show their support for marriage equality. For this campaign, *marie claire* enlisted the support of many prominent Australians, including Asher Keddie, Jesinta Franklin, Jessica Marais, Carla Zampatti, Adam Goodes, Neil Perry, Matt Moran, Kylie Kwong and Waleed Aly, to name a few.

"Australia has spoken and now it's time to celebrate. We should acknowledge and thank the people and organisations who have dedicated much of their lives to see this through," Briger added. "Today their tireless work should be applauded."

The December issue with the limited-edition cover will be on sale tomorrow – within 24 hours of the official announcement – from select metropolitan newsagencies.

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#UntilWeAllBelong

Ends.

For further information, or to arrange an interview, please contact:

Rochelle Griggs, Group PR Manager, Pacific Magazines

Ph: 02 9394 2326

E: Rochelle.griggs@pacificmags.com.au

