



Toyota partners with *Women's Health* to support the next generation of female sporting talent: *Women In Sport*

***Women in Sport 'Life After Sport'* mentoring programme launches today**

Wednesday, 21st February 2018: *Women's Health* today unveiled its latest Women in Sport (WinS) mentoring initiative, 'Life After Sport', together with principal partner Toyota.

The initiative saw high-profile sporting identities and industry leaders, from business to media, share career wisdom and experiences with some of Australia's elite female athletes, imparting advice on how to maximise their potential and set foundations to successfully manage the transition into retirement in years to come.

The leading line-up of mentors who have offered their time free of charge include: Annabelle Williams OAM (Paralympic swimmer), Melinda Gainsford-Taylor AM (former Olympic athlete), Layne Beachley AO (former professional surfer), Leisel Jones OAM (former Olympic swimmer), Nicci Meek (Strategic Partnership Manager, APAC, Instagram) and Mitchell Wiley (Manager, Events, Sponsorships and Promotions, Toyota Motoring Corporation Australia).

Wayne Gabriel, Chief Marketing Officer, Toyota Australia, comments: "Toyota is dedicated to inspiring progress, so we are thrilled to be supporting these amazing athletes through the Women in Sport mentoring initiative.

"We are proud of our ongoing association with Women's Health, and together look forward to recognising female sporting achievement, as well as actively making a positive change in the sporting arena for future generations."

Mentees attending today's seminars span a wide range of sports, including: Shelley Watts (Olympic Boxer), Molly Taylor (Rally Car Driver), Shannon Parry (Rugby 7s), Emilee Cherry (Rugby 7s), Sharni Williams (Rugby 7s), Viviana Ruiz (Boxing), Jihee Nam (Table Tennis), Ching Yee Wong (Table Tennis), Erin McKinnon (AFLW), Tanya Hetherington (AFLW), Annabel Vogel (Boxing), Allegra Vickas (Boxing), Rhiannan Iffland (Diving), Saya Sakakibara (BMX).

Jacqui Mooney, Editor, *Women's Health*, adds: "These practical mentoring sessions are just the beginning of the exciting activity we have planned for 2018.

"*Women's Health* together with our partner, Toyota, are incredibly passionate about supporting our home-grown sportswomen and we are certainly committed to making change in this arena.

"We hope these sessions will leave these incredible women and role models feeling empowered with the tools required to lay the foundations of their post-sports career."

Jackie Frank, General Manager, Fashion, Beauty and Health, says: "Today we took *Women's Health's* ground-breaking campaign to the next level, whereby renowned female athletes, past and present, as well as industry identities gave their time to personally mentor some of Australia's rising stars.

"Supported by our amazing partner, Toyota, through *WinS* we aim to increase our fight for recognition of Australia's remarkable women in sport, and to ensure they are actively supported throughout their careers and thereafter.

"Throughout 2018, The *Women's Health WinS* campaign will continue to be supported across all *Women's Health* touch points as well as through the broader Pacific stable, spanning print, online and social media."

Following the mentoring seminar in Sydney, the 2018 *WinS* campaign will include subsequent interstate sessions with the campaign culminating in a red-carpet gala evening, held in Sydney in October. The Women in Sport Awards are the original women's sports awards, recognising and celebrating female achievement from grassroots through to elite level.

Ends.

For more information, please contact:

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