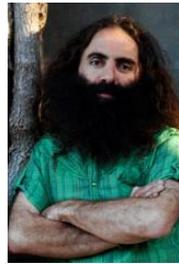




PRESS RELEASE

Celebrities Gather to educate Australians on organics



This month not for profit organisation Australian Organic launched their new community service campaign ‘One logo says it all’ with the support of Australian celebrities; all of who have donated their time to the cause.

Celebrity Chef [Pete Evans](#), Author and Speaker [Therese Kerr](#) and renowned gardener and TV personality [Costa Georgiadis](#) are among those who have put their hand up to be part of the campaign, and also donate their time free to Australian Organic as official ambassadors.

“We have a lot of interest from various celebrities to get involved with Australian Organic” comments Kathy Cogo from the organisation “but, like the logo, there is a bit of a process to being chosen. We look for supporters that are aligned with organics and healthy living, people that can maintain the credibility of our logo and the organisation for our members”.

The ‘one logo says it all’ campaign aims to increase consumer trust by educating shoppers to only purchase organic products that display the Australian Organic Certification logo.

“Our recognisable Australian Organic logo appears on any product that our independent certification agency has deemed certified organic” comments Dr. Andrew Monk from Australian Organic “This is the buyers 100% guarantee that the item they are purchasing; where it be food, wine, textiles or even make-up; was produced and created from the source with the health and welfare of people, animals and the environment in mind”.

This campaign will kick off with a community service announcement fronted by Pete Evans and due to be played across FTA and digital channels from this week, and can be viewed [HERE](#).

The Australian Certified Organic logo can be found in all major and independent retailers across the country.

Interviews are being offered with official Australian Organic Ambassadors:

For more information and images [CLICK HERE](#)

AUSTORGANIC.COM / [FACEBOOK](#) / ORGANICSCHOOLS.COM.AU

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