



MEDIA RELEASE

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Amway holds product festivals to engage with young entrepreneurs

Amway will host product festivals in major capital cities during August and September showcasing the latest in health, beauty and energy products to connect with young entrepreneurs.

The Amway Vibe Festival gives consumers and aspiring entrepreneurs the opportunity to try Amway health, beauty and energy products in a lively, fun and energy-filled environment.

In a recent study conducted by Amway, it was found that no demographic is more positive about entrepreneurship than under 35 year olds. The Amway Vibe Festival aims to create more opportunities for aspiring entrepreneurs.

Michial Coldwell, General Manager of Amway Australia said the Amway Vibe Festival is a perfect opportunity to showcase what Amway is all about.

“Amway is so much more than people think. We produce unique, award-winning products that are of exceptional quality. Our health brand NUTRIWAY® is the world’s number one selling vitamins and dietary supplements brand. And our beauty brand ARTISTRY is among the world’s top five, largest-selling premium skincare brands,” Coldwell said.

The Amway Vibe Festivals will start in Melbourne on Saturday, 15 August followed by Perth on Saturday 23 August, Sydney and Auckland on Saturday 5 September and finishing in Brisbane on Sunday 13 September.

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About Amway: Amway is a \$US10.8 billion company with 21,000 employees. Amway is the world’s number one direct selling business in the world as ranked in the 2013 Direct Selling News Global 100. There are more than 100,000 Amway Independent Business Owners in Australia and New Zealand. Amway has helped more than 12 million children through our One by One Campaign for Children since 2003.

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