

Vital Health Foods scoops awards

The South Africa Publication Forum's Corporate Competition, which rewards excellence in internal and external corporate communication media, awarded Vital Health Foods' publication, *Vitalise*, four mentions in its annual awards.



Vital Health Foods Talent manager, Wilmarie Beyers (left), accepts award for Best Facilities.

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Over 150 publications, electronic newsletters and DVDs were entered into the annual competition. The title sponsor, SA Publication Forum, also encourages publication practitioners to network and share ideas through the forum. Its main activities include training courses, workshops and seminars, which are designed to assist professionals in refining their skills and delivery.

At the ceremony, which took place in Johannesburg, *Vitalise* was awarded first place in a three-way tie for the Best Headline category, second place in the Best Writing category, and was a finalist in category B for Best Publication Cover and Best External Magazine. The magazine also won merit awards for Excellence in Communication and Excellence in Design.



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Added confidence

"The competition was a terrific endorsement for our magazine, especially considering the pedigree of the judging panel," says Nadine van Staden, public relations manager at Vital Health Foods. "These wins give us added confidence going forward, as well as assurance that we are providing readers with relevant, thought-provoking content."

The editorial team includes qualified dietician Andrea du Plessis, who serves as a regular health expert on the *Expresso* breakfast show and *The Dr Mol Show*, both airing on SABC 3. Phytotherapist, Jennifer Davies, renowned parenting advisor, Sister Lillian and quality assurance manager, Debbie Flandorp, are also regular contributors to the publication.

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