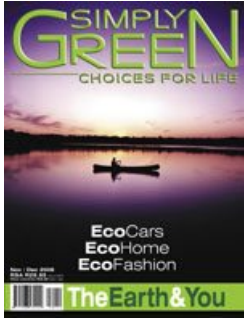


# Greening SA: new title hits shelves

By [Tshepiso Seopa](#)

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A new multi-niche bi-monthly title will hit the shelves soon: *Simply Green* is an independently owned print publication aimed at giving consumers and businesses practical steps to a cleaner, greener lifestyle.



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The publishers of *Simply Green*, promise a publication that will give consumers as well as business, solutions to reduce shopping basket costs and ways of reducing the human environmental impact through smarter consumer choices.

According to the publisher, Chris Erasmus, who also publishes *Odyssey* magazine the idea to conceive a publication came into being because there wasn't a single publication dedicated to focussing on sustainable issues. "There are some publications that make specific references to small gardens but no one is looking into green at the whole consumer spectrum. We then decided to do something before other people beat us to, it especially big publishing companies," says Erasmus.

"Greener is considered better for our health, our homes and families, and our world. Consumers want to hear about simple, eco-friendly solutions for their lives - solutions that not only leave a smaller footprint on the earth but also save money. *Simply Green* covers all this and more in a visually entertaining yet content rich package. From well-researched stories on the latest environmental issues and eco-products to celebrity interviews, food, nutrition and fashion," explains Erasmus.

"We do not believe that being green equates to a lifestyle of alternative abstinence but rather to improved product quality, lifestyle, enjoyment, and innovation - we strive for a fuller healthier life no doom, no gloom," adds Erasmus.

It's all about exploring new ways of thinking that will transform current environmental issues into entirely new ways of 'living' and 'being' in easily doable steps. "We strive to empower people to make positive lifestyle choices, hence our slogan is 'Choices for Life'," Erasmus concludes.

For more information on Simply Green go to: [www.simplygreen.co.za](http://www.simplygreen.co.za).

## ABOUT TSHEPISO SEOPA

Tshepiso Seopa was a junior journalist at Bizcommunity.com

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