

## ***Parable Magazine* rebranded**

A launch was held at the Fourways Business Centre on Saturday 17 July 2010 to announce the updated strategy and new brand identity of *Parable Magazine* and its new offices in the centre. Hosted by Sidl Media, the guest speaker was Rami Desando, formerly Rami Chuene, of e.tv's popular soapie, *Scandal*.



The magazine, a contemporary Christian lifestyle magazine with a large ethnic readership, has as one of its main objectives the introduction of the magazine to different races. As part of the rebrand, it will now have new columns to boost content and will be receiving new additions to the editorial and design team.

"We are confident that the content will inspire our readers and we are excited to take this brand to new heights, It also gives us an opportunity to partner with community leaders and other interested parties," said Solomon Izang Ashoms, editor of *Parable Magazine*.



Parable Team (L to R) Roeline Roux, Mabel Mabaso, Solomon Izang Ashoms and Rianette Leibowitz

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The latest edition of the magazine will be available on shelf by mid August at CNA, Exclusive Books, Gospel Direct and IMPACT bookstores and a new deal is on the way to have the magazine in Checkers and Pick 'n Pay so as to cast a wider net in terms of distribution. It is also sold at major evangelical churches. Go to [www.parable.co.za](http://www.parable.co.za) for more information.

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