

Healthy writing attracts award, celebrity

Lydia van der Merwe, health editor of *SARIE*, has won the 2011 Galliova Health Writer of the Year award, Vickie de Beer, food editor of *rooi rose*, won the 2011 Galliova Food Writer of the Year award, and, under publisher John Brown Media, *Discovery* magazine has a fresh, vibrant look and content that focuses on healthy lifestyle rather than disease prevention.



Lydia van der Merwe and Kevin Lovell

Sponsored by the Southern African Poultry Association, the Galliova Awards, which were held on 21 October 2011, recognise writing excellence, accuracy of facts and relevance to the intended target audience. The judges pay special attention to the way in which the food writers address their market and the extent to which the food writer is in touch with the lifestyle, needs and tastes of their respective readers. The general appearance of their work, food styling, photography and artwork is also considered.

Van der Merwe, who is also health editor of *SARIE* Gesond, a brand extension of *SARIE* magazine, is known for her passion and zeal for promoting a healthy lifestyle. "Being healthy is a joy and luckily it involves more than just nibbling on salad leaves and sweating in the gym. Being recognised and awarded with such a prestigious award is a great honour," she says.

"Her philosophy is simple - take a walk on the beach, swing a shovel in the garden or get a massage - it all contributes to your health and it's also good for the mind. She is a very talented writer and this esteemed award is well deserved for her inspirational and committed contribution to the magazines' success," says Michéle van Breda, *SARIE*'s editor.

For the second year running, Herman Lensing, *SARIE*'s young food editor was recognised in the food category and won silver at this year's Galliova Awards.

Justine Kiggen, *Fairlady* food editor, was joint runner-up.

De Beer was also named Stylist of the Year at the 2011 Caxton Excellence Awards.



Vickie de Beer



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Lewis Pugh is the face of *Discovery* magazine

Long-distance cold water swimmer, environmental activist and anti-fracking campaigner, Lewis Pugh, is the face of *Discovery* magazine's new look October issue.

"His sporting achievements, healthy lifestyle, self-belief and concern for the environment resonate with the company's mantra that 'prevention is better than cure'. By featuring him on the cover of our launch issue, we are saying to readers, 'here's an ordinary South African who has achieved extraordinary things by living healthily and with purpose.' Lewis is motivating and an inspiration for healthy living," says *Discovery* magazine's executive editor Toni Younghusband.

Discovery

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to save the
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Pugh keeps
his cool

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A clear VIEW

What you do now for your eyes can save you a trip to the eye doctor later.

Eye problems often occur in people who are taking the wrong kind of drugs. Some eye drops can cause dryness, while others can cause inflammation.

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According to the American Academy of Ophthalmology, the most common cause of eye problems is age. As you get older, your eyes become more sensitive to light and dryness. This can lead to eye problems like cataracts, glaucoma, and macular degeneration. To help prevent these problems, it's important to get regular eye exams and to take care of your eyes.



FOOD

Some foods can help protect your eyes from damage. Foods like leafy greens, fish, and eggs are good for your eyes.

Eye problems often occur in people who are taking the wrong kind of drugs. Some eye drops can cause dryness, while others can cause inflammation.

Source: American Academy of Ophthalmology

A collage of various electronic devices and accessories. At the top left is a laptop with a colorful screen. Below it is a smartphone displaying a photo of two people. To the right of the laptop is a tablet with a blue screen. Further right is a smartwatch with a black strap. Below the smartwatch is a fitness tracker with a black strap. At the bottom left is a yellow robot-like device with a black body. At the bottom right is a blue and black device, possibly a smart scale or a small robot.

A **B** **C** **D** **E** **F** **G** **H** **I** **J** **K** **L** **M** **N** **O** **P** **Q** **R** **S** **T** **U** **V** **W** **X** **Y** **Z**

Award-winning health journalist, Toni Younghusband as consultant executive editor with specialist health writer and web editor, Catherine Davis as editor form the editorial team.

"We're moving away from stock images and featuring iconic South Africans who will encourage readers to adopt healthier lifestyles," says Davis. "Changing your lifestyle isn't always easy but if you're inspired by people you admire and most importantly people who live that lifestyle too then it is easier to do."

Covering six key editorial pillars

The 80-page magazine will be distributed three times a year (October, February and July). Its features are written by South Africa's top health and lifestyle journalists, covering six key editorial pillars: health; wellbeing; nutrition; fitness and sport; finance and leisure. An independent advisory board has also been introduced into the magazine to assist editors and writers in sourcing the most accurate and up-to-date health and wellness information.

The team has also created a monthly e-zine, a first for the publication, which launches in November 2011. It will give the company the ability to engage with its members between issues and encourage regular conversations.

Updated at 4.50pm on 28 October 2011.

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