

PRESS RELEASE

Gravitas organise journalist health MOTs

Ensuring journalists are fit as a fiddle was one stage of AAH Pharmaceutical's new All About Health initiative.

To launch the pharmacy awareness programme and new health website allabouthealth.org.uk, Gravitas took a pharmacy roadshow around key London publishing houses including NatMags and IPC. Face of the campaign and All About Health pharmacist, Ajit Malhi busily measured journalist's blood pressure and cholesterol, and conducted allergy and diabetes checks.

The campaign partnered with The Patients Association, who surveyed public attitudes towards pharmacy and culminated in a prestigious launch event for pharmacy journalists.

Glossy magazines, *Red* and *Health & Fitness* covered the launch, and with regional and healthcare coverage the campaign reached 5.5 million readers.

Kay Williamson, Managing Director of Gravitas said: "We were absolutely inundated with journalists requesting consultations during our pharmacy roadshow tour".

ENDS

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