

PRESS RELEASE

Australian Catholic media company, Choicez Media announces the release of its latest initiative.

Australian Catholic media company, *Choicez Media* has announced the release of its latest DVD resource *Beautiful*.

Targeting the aggressive role of media and marketing in the premature sexualisation of young women, *Beautiful* gives young women a powerful insight into the major forces shaping their sense of self as well as some concrete strategies for creating change, both in their own lives and in the wider culture.

Choicez Managing Director, Jonathan Doyle states,

"Beautiful was a real step forward for us. We spent a great deal of time working with high level academics, psychologists and other leaders in the range of areas that impact so powerfully on young women. What we discovered was that the toxic range of messages from much of popular media culture is having profound affects on young women across a range of indicators from self harm to eating disorders to early initiation of sexual activity with no formation in the deeper meaning of what it means to be a human person made in God's image."

Beautiful draws from high level research from sources such as *The American Psychological Association Taskforce on the Sexualisation of Young Women* and from some of the best contemporary thinking in Australia from writers such as Melinda Reist.

Doyle continues,

"Ultimately, we have created an ultramodern 3 part DVD and support manual that will finally give schools, parishes and other groups that support women a dynamic new tool to make a real difference."

Over 100 schools had placed orders before the program was released and Doyle expects over 1000 schools and other groups to be using the program by the end of the year.

"Having full video samples and interactive pages of the manual on our website has also allowed people to engage with the program before purchasing. We have been striving at Choicez to realise John Paul II's vision for the new evangelization through providing high level multi-media experiences. If the culture that impacts our young women has such a reach then we need to be providing counter-cultural messages in a quality they expect and with a message that resonates." Doyle concluded.

Website - www.choicez.com.au

Media Contact - Ms. Naomi Thomas (02) 6273 4608 - nthomas@choicez.com.au