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**NATURALLY GOOD EXHIBITORS BACKGROUND Q&A**

*We are looking for information that is newsworthy, interesting and unusual to pitch to media. Should a media outlet be interested in doing a story on your business you will be contacted by a media representative.*

Name, position and mobile phone number of person filling out this form:

Name, position and mobile phone number of person who could be interviewed and quoted in media

stories about the business:

Nature of the business? What year was it established?

What is the history of the business – who started it and why – does the business have an interesting back story?

What product/s or services in particular are you highlighting at Naturally Good for buyers – please describe various features, benefits and any interesting pieces of newsworthy information?

What are the various sustainable/ethical considerations and practices that you have employed in developing your products/services that you feel are important?

Why is it important on a global, ethical and sustainable level for your business to offer a variety of products in the healthy, organic and natural retail space?

Do you feel demand for products in your particular area in the healthy, organic and natural retail space is growing – why?

Do you have an interesting angle for business media – eg: have you pivoted your company in some way during COVID-19, have you done something interesting with marketing, or innovated product/production in some way that readers of business sites might be interested to know?

*Please email through to the Marketing Manager Joanne at* [*jma@divcom.net.au*](mailto:jma@divcom.net.au) *along with high res images*