

# Media Release



Thursday, September 04, 2014

Rockpool Publishing is excited to announce that they have partnered with Sally Matterson for her first book, which is scheduled for released in the first quarter of 2015, under our Family and Health list.

Rockpool identified Sally as a great fit for our local content health titles for 2015, due to her rising profile in the fitness social media arena and her tireless work in her many ambassador roles promoting health and fitness in Australia.

Sally's first book with Rockpool will focus on health and wellbeing and will be promoted in the print, radio, TV and online media channels through a dedicated media team as well as industry exposure through wellness, fitness and industry speaking events and expos.

With her down to earth, girl next door charm and her expert knowledge of fitness and training, we feel Sally will move comfortably into the "next generation" of household fitness names.

Sally Matterson is one of Australia's foremost personal trainers, with her cutting edge methods of training she is in high demand helping actors, models and athletes get their bodies in peak physical condition. As a qualified Biosignature Practitioner (study of hormones), she has revolutionised the way her customers and followers think about conventional means of weight loss.

She spent five years competing in national and international fitness competitions and two years as company direct of Anytime Fitness. She lives by the ethos: 'When you're fit, you're happy' and seeks to help people reach their health and fitness goals.

She has recently established her own online business at [www.sallymatterson.com.au](http://www.sallymatterson.com.au) where she runs her Original Shredder and Extreme Shredder fitness programs. Her online media is extremely strong with her Facebook presence growing by 10K likes per week and estimated to reach half a million likes by January 2016.

Rockpool Publishing is an exciting Australian-owned publisher, specializing in mind-body-spirit, health, family and general non-fiction publishing. Now in its eighth year of operation, we like to publish Australian content that is topical and current, and that promotes thought and help people. Our books are prescriptive in nature, generally teaching the reader a new skill, and will continue to be read over time. We focus on print and digital books, and regularly sell international book rights in English language and translation.

Rockpool Publishing books are distributed nationally throughout Australia by The Five Mile Press and Brumby Sunstate Books; in New Zealand by David Bateman Ltd; in UK/Europe by Deep Books and in the US and Canada by Trafalgar Square Publishing (IPG).

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