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**FOR IMMEDIATE RELEASE**

**MEDIA RELEASE**

**AFL Legends Challenge All Leaders to Tackle Mental Health at Work**

**[Melbourne, VIC]:** AFL Player and Coach Hall of Famer, Paul Roos, is known for Mindfulness being a cornerstone of his winning leadership. AFL Legend Mark "Bomber" Thompson knows firsthand the importance of Mental Health support. They're both challenging businesses, leaders, and work teams to take action against mental health disease, by joining "Australia's Healthiest Workplace Challenge".

"You know I'm a big advocate of Mindfulness and Mental Health. Things like meditation are just as important as exercise. It's time to bring this to work and not just after work." shares Roos. "Mental Health and Physical Health can't be two separate conversations. Just like Leadership and Wellness can't be separate either."

Mark "Bomber" Thompson has seen a very public and private mental health journey. He's ready to take action. "We need to start taking real action and to raise awareness around Mental Health. This is why I am backing this campaign." asserts Bomber.

The national 30 day workplace challenge is backed by these AFL All Stars who both firmly believe in taking action, and not just talking, about Mental Health. The goal of "Australia's Healthiest Workplace Challenge" is providing a complete mental, physical and social Health Action Plan to leaders and team members delivered via smartphone app and Ai-technology.

"The Challenge is about empowering Leaders and Teams to build healthy workplaces with play-by-play guidebooks on exactly what their unique biology needs." shares Australia's Healthiest Workplace Challenge Founder and Health Scientist Matt Riemann. "Humans are social animals. We're motivated in different ways by having a support network around us." Riemann continues. "That's what this Challenge offers. Each person gets a clear, step-by-step personalised plan, to build a healthy team. Teams help each other get healthy results at work, and at home."

Paul Roos is impressed with the personalised program and the proactive attitude driving the mental health campaign. "The precision and accuracy of the health advice is mind-blowing. Pinpointing for each Aussie exactly what their unique body and brain needs for balance and nourishment, it's impressive." shares Roosy. "Each person will get an individualised program. The tech tells us what our biological needs are, and how to do it."

Corporate Team Registration for Australia's Healthiest Workplace Challenge is now open until June 4th at [AHWC2021](#) and kicks off June 15th. Teams of all sizes can register the first 20 staff for free.

For more information on Australia's Healthiest Workplace Challenge 2021, visit:

<https://shaewellness.com/australias-healthiest-workplace-challenge/>

*Australia's Healthiest Workplace Challenge is powered by ShaeWellness. ShaeWellness is the corporate world's first dna-driven, ai-powered Mental Wellbeing & Physical Health epigenetic solution delivering complete lifestyle support at work, and at home, for a holistic, user-centric, ecosystem of health. The medically-endorsed, scientifically-validated, evidenced-based ShaeWellness platform uses advanced epigenetic analysis and AI technology to assess and deliver unique user insights and relays customized behaviour change support to each individual user. ShaeWellness technology is currently being used in over 120 countries by medical experts, corporate clients, and corporate wellness practitioners alike.*

**Expressions of Interest for further interviews to be sent to:**

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