

# Sisters are doing it for themselves

## Governor General launches connectpink.com.au today

FOUR million women will from today have the chance to be connected like never before. The Governor General, Her Excellency Ms Quentin Bryce, this afternoon launches a social media website designed to bring Australia's rural and regional women together at the touch of keyboard. Fairfax Regional Media (FRM), publisher of the *Goulburn Post*, unveils [connectpink.com.au](http://connectpink.com.au) – a site specific to the needs of the millions of women in regional Australia. State Minister for Women and Community Services, Pru Goward, says the site will be an innovative and accessible way to unite women, to inform and entertain them.

“It's a chance for women to reach out, anonymously if they wish, in a trustworthy and safe environment

- NSW Minister for Women, Pru Goward

Foundation – a charity dedicated to funding breast care nurses nationwide. Ms Goward, a former sex commissioner and journalist, has thrown her political weight behind the initiative. “It's very exciting, you couldn't keep me away,” Ms Goward, who's promised to don her best pink outfit for the launch, said. “It will be a community of people with common interests. Undoubtedly, there'll be a focus on women's health.

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**THUMBS UP:** Goulburn resident Jessica Aliffi trials Fairfax Regional Media's new social media website connectpink.com.au, which will be launched officially today. Ms Aliffi says: “It is a refreshing new way for women in regional Australia to connect, share and engage with others.”

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