



Media Release

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Adventurous Women has been named one of Australia's 'Coolest' businesses in Anthill Magazine's Sixth Annual Cool Company Awards.

Specialist Travel & Adventure Company just for the girls, Adventurous Women has scored a place among Anthill's Top 50 in its 2011 Annual Cool Company Awards, a national program developed in 2006 to recognise Australian companies that are doing things differently to bring about positive change.

Over 700 aspiring 'cool companies' were nominated for the 2011 awards, making 'The Cools' one of Australia's largest business awards programs. The winners will be announced at an award's function on Thursday 24 November 2011 and published on AnthillOnline.com.

"The Cool Company Awards are extremely egalitarian," said James Tuckerman, Editor-In-Chief, Anthill Magazine. "Previous winners have included two-person start-ups, not-for-profit social enterprises, large private companies and publicly-listed corporations."

"Judging takes into account far more than mere business variables, such as revenue and wealth. The criteria is geared to consider other qualities, from the disruptive nature of the product or service to the culture of the organisation."

"Applicants either nominated themselves or were nominated by peers, work colleagues, family, friends and other 'admirers'. A field of hundreds was examined (and cross-examined) before our judges were able to isolate three Finalists for each of our seven categories."

What are Cool Company Awards?

The Cool Company Awards was launched in 2006 as a way for Anthill Magazine to publicly acknowledge and celebrate Australian organisations that are doing things differently to bring about positive change. In its sixth year, the awards attracted nominations from over 700 organisations, making it among the largest business award programs in Australia.

What is Anthill Magazine?

AnthillOnline.com is a digital business magazine that celebrates creativity, inspiration and commercial ingenuity, providing a fresh, exciting and practical perspective on Australian business in a global world. It is among the Top 50 Business & Finance websites in Australia, as ranked by Nielsen Online Ratings, and is home to the Cool Company Awards, the 30under30 and the Smart 100. It's where ideas and business meet.

For further information:

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