

Raconteur launch national awareness campaign on Gastroenterology

On 17 December 2008, in association with the World Gastroenterology Organisation Raconteur published 'Healthy Gut' - a 16-page supplement exclusively devoted to inform and educate about how to keep your gut healthy. The objective of this report is to raise awareness about the importance of a healthy gut and the available treatments to the readers of *The Times*. Furthermore, the report also investigates the importance of research, new technologies and how to better diagnose serious illnesses at an early stage.

Prof Eamonn M.M. Quigley, President WGO comments on the report: The work with Raconteur have been very productive and a most enjoyable interaction for the World Gastroenterology Organisation. Raconteur was very polite, always professional and responded quickly to any questions. We were kept informed and up-to-date at all times on the progress of the project and would highly recommend working with Raconteur. We are very impressed with the design and high quality content of the final report. Well done! We would be interested in future partnerships of this nature.

Written by renowned journalists within the field the report did not just prove an editorial success but also established a great buzz, not only by the readers themselves, but the industry as a whole, allowing Raconteur to move into producing the second edition for 2009. With key industry partners and investors 'Healthy Gut' has proven that the awareness of digestive health is for certain a subject to be tackled in such nation-wide communication platform and Raconteur look forward to further partnerships within the Gastroenterology world.

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Read the publication online on:

<http://omge.org/>

or

<http://www.raconteurmedia.co.uk>