**FOR IMMEDIATE RELEASE**

**Goodspace Anxiety Aid Announces Ambassadorship with Richard Reid**

**In support of International Men’s Day 2024**

**Sydney, October 24, 2024** – Goodspace Anxiety Aid is a unique medicine that comes in the convenient form of a chewing gum, releasing calming ingredients when chewed. Promoted as “Medicine that’s too good to be chew” and formulated with five active ingredients, the Ashwagandha per piece of gum is fully released into the mouth after 8 minutes of chewing. In collaboration with Richard Reid and to help raise awareness for International Men’s Day, Goodspace gum is offering a 20% discount on all Goodspace Anxiety Aid purchases on [www.goodspacegum.com](http://www.goodspacegum.com)

Richard Reid originally graced our TV screens as the captivating Gossip Guru on Channel Nine’s Today show and is currently a regular correspondent on Network 10 Australia’s morning talk show Studio 10. In between, Richard has starred on Domestic Blitz, Celebrity Apprentice and was crowned “King of the Jungle” in I’m a Celebrity Get Me Out of Here, where he aligned himself with the mental health organisation, Beyond Blue. Richard is an active advocate for mental health, authentically sharing his own struggle with depression and his beloved mum’s battle with bi-polar disorder in an effort to destigmatize the mental health challenges men face, both their own difficulties and those of their loved ones.

International Men’s Day is celebrated on November 19th and creates a global conversation about men and the issues they face, it provides a platform for positive male role models and it celebrates the contributions men make to society. Statistics show that almost 20% of Australian men suffer with their mental health at some stage in their life (ABS). According to Roy Morgan research, the most common forms of mental health conditions are stress, experienced by 5.8 million Australians, and anxiety, impacting over 4.3 million people, a number that has doubled since 2011.

Richard Reid comments “This is a great time for men to open up and finally talk about the issues we face, head on. I think it’s especially important for young guys to have positive, diverse role models they can relate to, so when things get tough, which it always does, they have someone who’s been there to turn to. In the meantime, we have Goodspace gum!”

Recommended as part of a combined approach to wellbeing, Goodspace gum recognises the daily pressures that Australian men, and all Australian’s face, that’s why they created Goodspace Anxiety Aid. The blend of water-soluble active ingredients dissolve when mixed with saliva, allowing them to be absorbed via the cheeks and gums. The buccal absorption route provides direct access to the body’s systemic circulation, bypassing degradation from the gastrointestinal tract, and resulting in optimal bioavailability and benefits. Up to four pieces can be chewed daily when symptoms of stress and / or mild anxiety occur.

Goodspace gum adds “We are thrilled to be partnering with Richard, his effervescent energy, sincerity and congeniality make him the perfect ambassador for Goodspace Anxiety Aid, and an inspirational advocate for International Men’s Day 2024.”

Available in over 1000 retailers nationally, a full stockist list can be viewed at [www.goodspacegum.com/stockists](http://www.goodspacegum.com/stockists). Retailers include Coles stores, WH Smith airport stores and selected pharmacies and health food stores. The RRP is $9.99. Simply visit [www.goodspacegum.com](http://www.goodspacegum.com) and use the code MEN20 at checkout, valid until the end of November. Remember to always read the label and follow the directions for use. If symptoms persist, consult your health professional. Recommended for age 18+.

Richard is available for interviews, please contact us on the details below:

**For more information:**

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**About Goodspace Gum**

Australian owned and manufactured. A Listed Medicine on the Australian Register of Therapeutic Goods (AUST L 396304).

The five active ingredients in Goodpace Anxiety Aid are KSM-66 Ashwagandha *(Withania somnifera)*, Passionflower

*(Passiflora incarnata)*, Green Tea *(Camellia sinensis)*, Reishi Mushroom *(Ganoderma lucidum)* and L-Tyrosine.