



Brrr, it's cold in here! Welcome to our special news edition all about winter!

With the start of the wintry chill, we thought it only fitting to put together a special feature all about winter. Hint: for all you cold frogs out there, turns out there are some good things to come out of the crisper season (go figure?). So get your fuzzy socks and hot chocolate ready because you're in for a treat this month! Oh joy!



[Seasonal Affective Disorder or SAD is a real thing, and our resident self-diagnosed SuperPRum thinks she may have discovered the perfect cure. Move over neuroscientists.](#)



[We put the spotlight on winter fashion as we hit the streets in search of Sydneysiders showing off their best weekend winter style. Sydney let yo winter style shine bright.](#)



[Marketing to Sydney urbanites, aged 30-45 \(in winter\)? Herewith, a list of our favourite things, from musical collaborations to irony. Talking 'bout my generation.](#)

Plus hear from our new recruit, all-star intern, Jennifer Wong!



[Our younger, much cooler-than-us intern Jen lets us know that there are actually things to do in Sydney in winter.](#)

Get your iPads ready.

And in other news...



[We support Kiva](#)

With this month's Kiva loan, we're supporting the Guandugloma (Nabón) Group in Ecuador who are hoping to improve the economy of their homes in Nabon, which has a very cold climate. With their loan, the group will work to improve their farms by investing in supplies and fertilizer for their fields. For more information about Kiva, visit the website [here](#).

Monthly dose not enough? Check out our [Facebook](#), [Twitter](#) and [LinkedIn](#) pages.

The fine print: We disclaim nothing. In fact, we're quite proud of our newsletter!

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