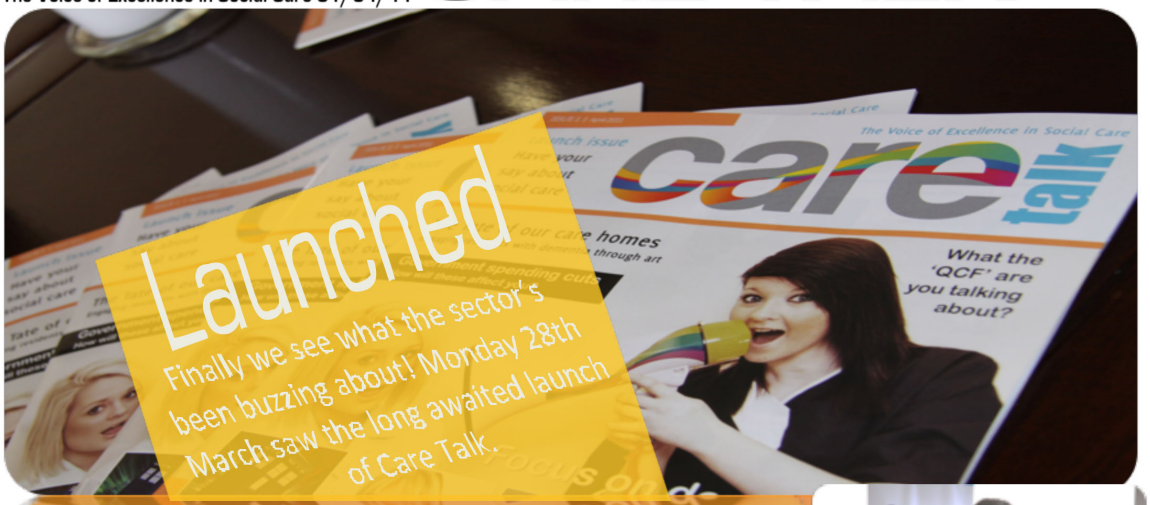
New Publication: CARE TALK

The Voice of Excellence in Social Care 01/04/11



Launched

Finally we see what the sector's been buzzing about! Monday 28th March saw the long awaited launch of Care Talk.

Care Talk Magazine Launched

Guests representing all corners of the social care sector came together to find out more about Care Talk, the new publication that everyone's been talking about.

The launch was held at the Crab Tree Restaurant, just moments from Bournemouth Pier and the conference centre, amidst soft melodious tones from the critically acclaimed Vernon Sisters.

With a striking front cover, real photos of real people and an innovative and fresh design Care Talk will be sure to be picked up and read by multiple individuals. The magazine features a News, Chat, Learn and Business section so there is something for everyone, from Commissioners through to frontline care workers.

Following the launch event Care Talk held a stand at the Care Show where the interest intensified. Delegates were seen leafing through copies during coffee and lunch breaks and copies on the stand were quickly depleted.

And here's What they said

"Very comprehensive and well put together"
Des Kelly OBE, National Care Forum

"The magazine is amazing, definitely the best in the industry"
Karen Rogers, Herefordshire Care Homes

"The new magazine looks great!"
Garry McLoughlin, Santander

"Both the magazine and website look fabulous"
Linda Gawthorpe, Lloyds TSB

"A great accessible read, easy to pull off relevant content"
Feeroza Patel, National Skills Academy

"Fresh, good to look at and refreshingly different"
Emma Kain Barrett, Towergate Patrick

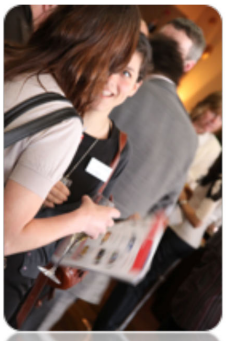
"Very focussed, targeted with relevant content"
Pat Nightingale, Blocc Ltd

"Articles that made me stop and read! Accessible and carers will definitely want to read it"
Paul Haughton, Norseman Direct

"Easy read, fresh and less informal - a good balance"
Lindsay Kirk, Aid Call

Lisa Carr, Editor of Care Talk said,

"Following on from the success of the Great British Care Awards, a series of events that recognise excellence in social care, we have recognised that there is a gap in the market for a care publication that also acknowledges the whole of the social care workforce. We have been overwhelmed with the response to Care Talk which illustrates the real need within our sector for a relevant publication appealing to the whole of the workforce including frontline care staff. The launch as been extremely successful and feedback has been really positive. We look forward to rolling out future issues and getting more news, views and contributions from the social care workforce."



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