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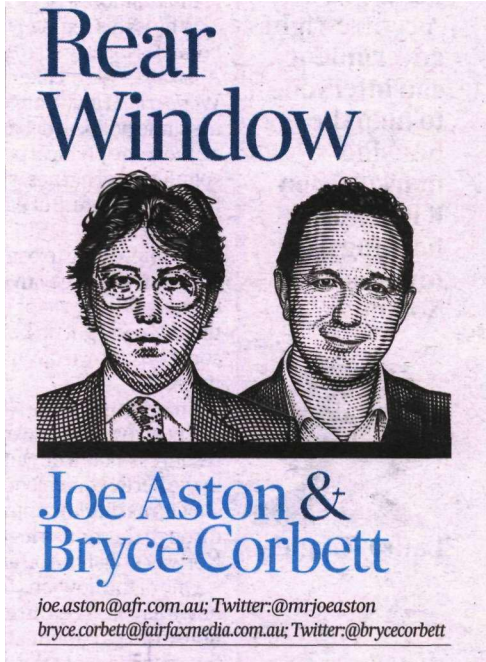
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Arabella Gibson takes the reins at Gidget Foundation

The Gidget Foundation is about to undergo a shake-up with the imminent announcement of **Arabella Gibson** as its new CEO.

Gibson is only newly returned to our shores, having overseen with her husband the expansion of the iSUBSCRiBE online magazine subscription business into the UK market.

In a previous life, Gibson was the director of communications of PBL Media, responsible for all the PR manoeuvring of the company's ACP Magazines and the Nine Network. Her CV also includes a stint running marketing and sales for RM Williams.

Gibson's appointment marks a step change for The Gidget Foundation, whose work with perinatal depression and early parenthood anxiety (where do we sign up?) has been led to date by founder, and outgoing CEO, **Catherine Knox**, who will move on to the board with her husband, obstetrician and GF chair **Vijay Roach** – one of Australia's premier baby whisperers.

The foundation relies solely on philanthropic donations. Its two big hit-out events take place in August with the Ladies Lunch and the Wallabies-laden Men's Rugby Lunch. Get involved!