

Sally Obermeder

Television Presenter, Radio Host, Author, MC and Entrepreneur

Sally Obermeder is a television presenter, radio host, best-selling author, MC and entrepreneur who has become one of Australia's most loved and admired personalities.

Sally joined the Channel 7 family in 2005, when she joined Sydney Weekender, where she was the show's food, fashion, and shopping presenter. In 2008 she joined the network's evening current affairs show Today Tonight as their National Entertainment and Lifestyle Reporter. Sally interviewed some of the biggest names in music and movies, and counts Angelina Jolie, Beyoncé and Hugh Jackman as her favourites.

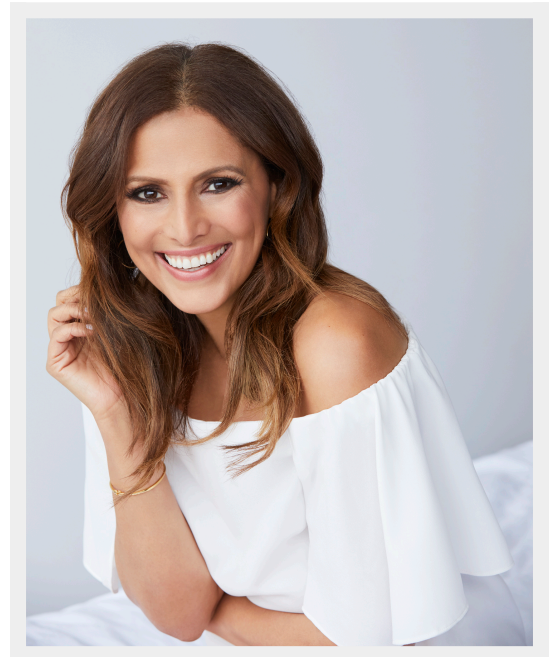
In 2013 Channel 7 launched The Daily Edition. The show was a combination of breaking news, live interviews, and entertainment updates. The show was broadcast live weekdays at 2pm and Sally was the host of the show for its entire seven-year run.

Also in 2013 Sally appeared on Dancing with the Stars, and in 2014 she was the host of the network's holiday special 12 Ways to Christmas.

For her work in radio, in 2017 Sally joined the Macquarie Radio Network as the host of her own talkback show, Better Living with Sally Obermeder, on Talking Lifestyle. The show provided the latest news and views on topics including fashion, beauty, health and family. That same year Sally joined The House of Wellness. Hosted on the Macquarie Media Network, the one-hour weekly program is broadcast on 2GB each Sunday at 9am.

Personally, everything changed for Sally in 2011. Just days before she was due to give birth to her first child, Sally was diagnosed with a rare and aggressive stage 3 breast cancer. She spent the next 12 months undergoing intensive chemotherapy and radiation; and in 2012 she underwent a double mastectomy and reconstruction surgeries. Very happily, Sally is now 5+ years free of cancer, and she, husband Marcus, and daughter Annabelle Grace welcomed the newest member of their family - daughter Elyssa Rose, via surrogate in 2016.

A bestselling author, Sally's book Never Stop Believing was released in April 2013, through Allen & Unwin. Sally shared her truly inspiring story of triumph over almost unbeatable odds in a wonderfully warm, funny and honest memoir about her struggle to succeed in the cut-throat world



of commercial television and her courageous battle with cancer.

In April 2015, Sally (co-authored with her sister Maha Koraiem) released Super Green Smoothies (Allen & Unwin). Now in its 10th reprint, Super Green Smoothies remains Australia's #1 bestselling smoothie book, and was the 3rd highest-selling non-fiction book of 2015.

Following the phenomenal sales success of Super Green Smoothies, Sally and Maha released The Good Life in April 2016. Packed with fabulous recipes and mouth-watering images, The Good Life has over 160 easy, delicious recipes for a healthy, lean lifestyle. Super Green Simple & Lean was released in September 2017, and was in the Top 10 Nonfiction Bestseller list by October. Super Green Super Easy was released in September 2019 and was a bestseller by Christmas.

In 2020, Sally and Maha released their sixth bestselling cookbook, Dinner's Done (Are Media Books). "Cook ONCE, eat all week. All your dinner's done in under 2 hours". Sally and Maha developed a revolutionary cooking system that eliminates the daily stress of deciding what to cook for dinner each night. With Dinner's Done you can spend two hours in the kitchen and have all your weekday evening meals cooked and prepared for the family.

Sally's wellness business SWIISH was launched in November 2012. Fuelled by a desire to share information and advice to empower all people to feel amazing inside and out. The SWIISH online store was launched in April 2015, and features a mix of clean living, clean beauty, and Sally's own WELLNESS range that covers everything from her books to the bestselling SWIISH Wellness Powders that include the SUPERGREEN Superfood Powder, and the GLOW Collagen collection.

As a spokesperson and ambassador, Sally has worked with a number of incredible brands including international cosmetics giant AVON, Westfield, Specsavers, Colgate and Schwarzkopf.

An incredibly passionate and charitable person, Sally is an ambassador for the National Breast Cancer Foundation and The Sony Foundation. She also works with the Breast Cancer Network of Australia and The Nelune Foundation.

In addition, Sally has launched a charitable initiative - wish by SWIISH - where together with her team at SWIISH they try to bring a little joy and happiness into the lives of breast and ovarian cancer sufferers, by turning their wishes into reality.

Sally Obermeder was the recipient of the prestigious Readers' Choice Award at the InStyle and Audi Women of Style Awards, 2017.

In 2023 Sally joined the cast in the top-rating and incredibly well received Real Housewives of Sydney.

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