

Lara Shannon Biography



Lara Shannon is a passionate and engaging environmental campaigner, TV presenter and media consultant.

Lara is a trained journalist and completed a Bachelor of Arts (Communication Studies) at the University of South Australia, before starting her career as a radio talk back producer and print journalist.

In her early twenties, Lara decided she wanted to ‘save the world’ and since then has been the media spokeswoman for a number of well known environmental organisations and positive lifestyle products. Lara has also been the regular environment presenter for children’s TV shows including Saturday Disney, Cheez TV and Totally Wild.

Lara runs her own specialist PR and social marketing consultancy and has been responsible for the annual Keep Australia Beautiful Week campaign for the past seven years, whilst also looking after the national publicity for the organisation.

Lara regularly appears on TV and radio and works as a model and actor in her spare time, as well as being the ‘eco’ presenter on the Channel 31 Room to Grow TV parenting program.

From food to fashion, and everything in between, Lara is a down to earth and inspiring advocate for living life positively.

Further information at www.ecochick.com.au