MEDIA RELEASE
For Immediate Release

Virgin Mobile announces Splendour in the Grass 2011 sponsorship
~ YouTube Partnership Brings the Festival to you ~

Sydney, 26th May 2011 - Virgin Mobile has announced its sponsorship once again of Splendour in the Grass 2011, promising to bring even more festival splendour to punters in its second year partnering with the prestigious music event.

Following its successful live stream of Temper Trap’s set in 2010 that was viewed live by more than 13,000 people (and over 10,000 after the event), Virgin Mobile intend on expanding the number of acts featured this year and partnering with YouTube to ensure a wider reach. Virgin Mobile will stream several hours of festival fun from Splendour in the Grass 2011 – a mix of live and pre-recorded performances, band interviews and more. Virgin Mobile, who earlier this year streamed live from St Jerome’s Laneways Festival to an audience of 20,000 on YouTube (and another whopping 100,000 views since then), is still the only brand in Australian history to offer a live stream from an Australian music festival. Virgin Mobile will be hosting a number of stream parties around the country so those too far away to travel can get on board with all the Splendour fun.

Virgin Mobile’s Experiential Marketing Manager, Dave Cain, said, “The live stream is a unique opportunity for us to extend the reach of our sponsorship beyond Woodford by bringing the Splendour in the Grass festival experience to the masses in a branded environment. Viewers will get a real feel for this year’s festival with an awesome collection of music and behind-the-scenes interviews spanning the three days.”
Dedicated to enhancing the overall experience for festival-goers, Virgin Mobile will also offer a host of VIP benefits to customers attending the festival including bathrooms that are cleaned more often known as ‘The Posh Pit’ (best seat in the house), an express bar queue (The Fast Lane) and a meal per day (in the form of a $10 voucher). All Virgin Mobile customers will receive a free recyclable mobile phone battery charger ensuring they can keep in touch with friends and family while they are there.

The telco will also host The Power Point, a branded destination selling recyclable mobile phone battery chargers and Pre-Paid credit for Virgin Mobile customers.

For those that missed out on the hottest festival ticket around, a Facebook competition – now live on Virgin Mobile’s recently re-launched Facebook page www.Facebook.com/VirginMobileAus - will see six lucky people win a double pass to the festival including camping, flights and transfers – and the Virgin Mobile VIP experience. To win consumers will need to upload a photo of what they would give to go to Splendour in the Grass 2011.

Cain said, “Music continues to be a key pillar for the Virgin Mobile brand. We remain committed to enhancing the festival experience for consumers through the provision of VIP customer benefits and extending the festival experience to those at home through the live stream. Stay tuned for more exciting Splendour news over the next few weeks.”

~ ENDS ~

For further information or to arrange an interview, please contact:
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What is Virgin Mobile Australia all about?
Here at Virgin Mobile, we've been putting our Members first for over 10 years. Ever since Richard Branson saw an opportunity to stir up the Aussie telco market in the early noughties, we've been making a splash with our innovative products, cheeky ad campaigns and world-class customer service.

We've certainly come a long way from the early days when each new connection meant a little bell rang in the call centre, to proudly having more than 1 million Members in Australia. And they're happy Members too: we've been rated the No 1 telco for Customer Satisfaction for some time now.

We think a telco relationship should be rewarding so our Members also receive a host of benefits including Virgin Family perks, exclusive discounts and VIP access to gigs and music festivals. And because we use the Optus network it means that up to 97% of the population in Oz can get a clear Virgin Mobile signal. So come on in, more Members are always welcome!