MEDIA RELEASE

AVO FARMERS SAY “AVE A FAIR GO!” FOR MILLENNIALS ‘The Avo-cates’ stick up for the nation’s misunderstood generation

Sydney, 28 August 2017: In an era of blaming millennial woes on their avocado toast obsession, a special investigation has uncovered an unlikely bunch of tech-savvy avocado farmers calling for young Aussies to be given a fairer go.

The Betoota Advocate’s Clancy Overell and Errol Parker visited an avocado farm in Duranbah, to get the lowdown from the social-media savvy crusaders sticking up for this unfairly treated generation.

“It’s no joke that millennials are getting a bad rap because they love some of the country’s best produce on one of the greatest things since sliced bread - toast!

“When we heard about a bunch of these avo farmers jumping online to stand up against the millennial naysayers, we knew we had to check this one out,” Clancy said.

Aptly named ‘The Avo-cates’, the avocado farmers have had enough of the millennial bashing, turning to social media to become a voice for change and creating the Avo Fair Go Facebook and Twitter pages.

The Avo-cates are doing all they can to stick up for young Aussies and are not alone in their fight, with Virgin Mobile getting behind the movement, with FairData™.

“We’ve had it up to here with these kids getting a hard time for enjoying smashed avo on toast. As if that’s the problem! A few of us in the avo business got online and started sticking up for them,” avocado famer, John Atkin revealed to The Betoota Advocate.

“We know that not all data is created equal, so we too are taking a stand and righting wrongs with FairData™, particularly for this data loving generation,” said James Gully, CEO, Virgin Mobile.

Powered by Virgin Mobile’s FairData™, The Avo-cates are sticking up for millennials and asking fellow Aussies on social media to do the same. So go on, dob in the unfair posts with #AvoFairGo!

For more information on FairData™ visit virginmobile.com.au/fairdata.

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About Virgin Mobile Australia
From the moment Sir Richard Branson drove a tank across the Sydney Harbour Bridge to launch Virgin Mobile in 2000, we’ve been driven by our brand purpose of changing the game for good. In a world where most Australians feel powerless against their mobile provider, Virgin Mobile is here to restore the power balance. After all, we’re famous for doing things a little differently, and for a very good reason – our customers.

First of all, we deliver a fairer and more genuine experience by delivering above and beyond on the basics, with award-winning customer service and irresistible prices on the latest handsets, backed by the Optus 4G Plus network.

We also know Aussies need data that works for them. They need flexibility without the compromise. That’s why we’ve introduced FairData™, a unique offer exclusive to Virgin Mobile Postpaid customers. FairData™ uses the collective power of Virgin Mobile’s Postpaid data products to give people data on their own terms. From the Australian-first innovation of Data Rollover which is still exclusive to Virgin Mobile on new Postpaid mobile plans to Data Gifting, another Virgin Mobile exclusive, that lets customers share their unused data with other Virgin Mobile Postpaid customers.

But it doesn’t stop there. When you join us, you’re joining the Virgin family too, so if you’re on a Postpaid plan you can earn Velocity Points just for paying your bill and get access to discounts and deals across other Virgin brands. You’ll also feel part of something bigger, as we invite you to help make the world fairer and brighter through our partnerships with OzHarvest, R U OK?, and Smiling Mind.

And we do all of this with a side serve of unmistakeable Virgin swagger. Why? Because we don’t just play the game, we change it for good.

Now that’s Virgin Mobile.

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