MEDIA RELEASE
For immediate release

SECOND MOST FAMOUS PITT HEADING TO AUSTRALIA IN AUGUST

~ Cele-bro-ty, Doug Pitt wants you in his entourage when he hits Aussie shores as the official face of Virgin Mobile’s Fair Go Bro campaign ~

www.FairGoBro.com.au

Sydney, 23rd July 2012 - Virgin Mobile today announced it will bring the world’s newest celebrity, Doug Pitt, to Australia for its Fair Go Bro campaign and will give five lucky Australians the chance to join Doug's entourage for the Sydney leg of his Aussie tour.

There has been a wave of national support for Doug since the Fair Go Bro movement launched two weeks ago with a documentary-style viral video that has since received more than 1.4 million YouTube views. The video shows Doug going about his ordinary, suburban life and encourages Aussies to show Doug some 'like' and give the second most famous Pitt a 'fair go' - with his first celebrity endorsement. Since then, Doug has received more than 13,000 'likes' from fans on FairGoBro.com.au, shooting him into cele-bro-ty status.

Doug is set to get a taste of the good life – celebrity style - when he arrives in Australia for the first time on August 21st for his Virgin Mobile endorsement tour. Visiting Sydney and Melbourne, Doug will have a typically A-list itinerary incorporating media interviews, public appearances, long lunches, sightseeing and red carpet events.

Virgin Mobile Marketing Director, David Scribner said: "We have been amazed at how Aussies have rallied behind Doug Pitt and shown they are keen to give him a 'fair go' as a celebrity. With such an overwhelmingly positive response, what else could we do but give Doug a chance to enjoy his newfound star status with supporters in Australia who have shown him so much 'like'."

"Now that we have well and truly made him a celebrity the next step is to find him an entourage
and for this we need Australians to help. We think it's only fair that we give the people who made Doug a star the opportunity to join him on his first endorsement tour. Head to FairGoBro.com.au to nominate you and your mates to join Doug's entourage and the chance to win a taste of how the A-list roll.”

From Monday 23rd July – Wednesday 8th August, Aussies can nominate themselves and four friends to be Doug's ultimate entourage: The Wingman, Fast Talker, The Networker, The Driver and The Chef. The Entourage will join Doug for part of his Australian visit, enjoying a 5-star lifestyle and sharing the celebrity experience at various events.

Commenting on his new celebrity status and the success of the campaign to date, Doug Pitt said, “It’s a little surreal but I’m absolutely thrilled with the response! Aussies have really gotten behind me and given me a fair go, so I'm looking forward to heading down under in August and getting a chance to say thanks!"

Head to FairGoBro.com.au to nominate you and your mates to join Doug’s entourage and follow Doug’s journey.

~ ENDS ~

For more 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 customers 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 customers in Australia. And they're happy customers 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 customers 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 and join us!