MEDIA RELEASE
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VIRGIN MOBILE ANNOUNCES RECORD-BREAKING ATTEMPT
THE TELCO ANNOUNCES THEY WILL ROLL TIM ROBARDS FROM SYDNEY TO MELBOURNE
IN CELEBRATION OF DATA ROLLOVER

SYDNEY, AUSTRALIA: Virgin Mobile Australia has today announced they will attempt to roll someone from Sydney to Melbourne to celebrate their latest product offering, Data Rollover.

Just as Data Rollover allows customers to roll over unused data from one month to the next, this record-breaking attempt will see Australia’s first ever TV Bachelor, fitness guru and all round good guy, Tim Robards, roll from Sydney to Melbourne, a distance of over 900kms.

The physical and logistical challenges of rolling such a long distance alone are too great, so Robards will travel inside a giant inflated zorb ball and will be accompanied by a team of specialised trainers to ensure he keeps momentum and stays safe along the way.

Robards will set off on his journey tomorrow morning at 6am. He hopes to travel distances of up to 50kms per day, but will also have designated rolling rest stops along the way so his body is able to re-gain balance. He hopes to reach Melbourne in just over four weeks.

Nicole Bardsley, Director of Brand and Communications, Virgin Mobile, said:

“We wanted to do something fun to celebrate the launch of data rollover and we thought why not get a person to physically demonstrate the primary product benefit – the ability to roll over. We needed a strong physical specimen, someone with a natural athletic ability who isn’t afraid of a bit of rough and tumble – because they will literally tumble – and someone who wants to have a bit of fun. Tim was the perfect choice.”

Robards has upped his already intense training schedule to prepare for the long road ahead, making small but vital changes to ensure he is able to complete the attempt:

“In addition to my regular cardio and weights sessions, I’ve been doing a lot of bikram yoga to get my body acclimatised to the high temperatures inside the zorb. I also recently completed a beginner’s bike maintenance course to get better fixing at punctured tyres. Knowing how to plug a hole quickly will be key to me finishing this within the time frame. I’ve also compiled a playlist of songs to help keep me motivated along the way – Rolling in the Deep by Adele, Keep Rollin’ by Limp Bizkit and anything by the Rolling Stones. I’ve really tried to live and breathe rolling in all its forms,” he said.

Robards will set off from one of Sydney’s most iconic landmarks, the Harbour Bridge, and will end his journey in Federation Square in Melbourne’s CBD. To keep track of Tim’s journey throughout the next month, follow Virgin Mobile on Facebook, Twitter and Instagram for daily updates of his progress.

Data rollover is available on all new Postpaid mobile plans. New and upgrading customers can sign up in store or online. For more information on Data Rollover, head to http://virginmobile.com.au/.

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