



Helloworld has early-morning hit with Channel 7 coverage at Volleyfest on Manly Beach

- *Channel 7's Sunrise crosses to Volleyfest site for today's weather updates*
- *Helloworld and Volleyball Australia recently signed four-year sponsorship deal that has already generated significant national media coverage*
- **Helloworld Volleyroos** and other top Australian players enjoying tough hit-outs at Manly Beach in the build-up to Rio.

Monday 21 March 2016: Helloworld's new sponsorship deal with Volleyball Australia continues to gain national media traction, as Channel 7's breakfast show *Sunrise* visited iconic Manly Beach to meet with some of the **helloworld Volleyroos**.

The world's best beach volleyball players are on display as part of Volleyfest, the huge beach volleyball festival running in Manly until Monday 28th of March. The Asian Beach Volleyball Championships and the Four Nations Cup are being run as part of Volleyfest, in one of Australia's largest beach volleyball competitions.

Helloworld has recently signed on as the major sponsor and travel partner of Volleyball Australia, including gaining the naming rights to the national men's and women's teams, now known as the **helloworld Volleyroos**.

Helloworld CEO Andrew Burnes said the company was delighted with the sponsorship of Volleyball Australia and the coverage the sport was receiving.

"It's been a perfect start to Volleyfest which is the first major tournament since Helloworld and Volleyball Australia partnered together to grow the sport and support our athletes as they strive for gold," Mr Burnes said.

"Helloworld is very excited to be here at Volleyfest supporting Volleyball Australia. It's a great way to showcase Australia's sporting talent and picturesque tourist destinations like Manly Beach. The atmosphere and the crowds are making it a very successful tournament. A lot of the Helloworld team and our agents are down here supporting the **helloworld Volleyroos**."

Volleyball Australia President Craig Carracher said the coverage of Volleyfest was a testament to the strength in the sport.

"Volleyfest is proving a great success for beach volleyball and Manly Beach. We couldn't be happier with the way the tournament is going. Australia's best beach volleyball athletes are on display. We encourage everyone to come down and cheer on the matches or catch the finals on TV," Mr Carracher said.



“Helloworld has been the perfect addition to the Volleyball Australia family, especially for our national teams, the **helloworld Volleyroos**. Helloworld are genuinely committed to helping the sport grow and for our national teams to succeed. It’s exciting to see our sport, the athletes and beautiful Manly Beach on display for the whole country to see.”

Volleyfest runs until Monday 28th of March at Manly Beach with coverage of the finals on *7mate* and further coverage on Fox Sports.

Bastion EBA has been engaged to leverage the **helloworld Volleyroos** sponsorship. As part of their on-going sponsorship plan, Bastion EBA will use their extensive knowledge within the travel industry to reach the relevant target audience through creative and innovative activity for Helloworld. Return on Investment and driving results will form the basis of their activity around the sponsorship.

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About Helloworld Limited

- Helloworld Limited (ASX: HLO) is a leading Australian based travel distribution company, comprising retail travel businesses, destination management services (inbound) air ticket consolidation, wholesale, corporate and online operations. This includes “*helloworld*”, Australia’s largest network of franchised travel agents, as well as our Corporate, Associate and Affiliate networks, Qantas Holidays, Go Holidays in New Zealand, AOT Inbound, ATS Pacific, QBT, Sunlover Holidays and Insider Journeys
- “*helloworld*” is a nationwide network of independently owned and operated retail travel agencies offering Australian and New Zealand travellers outstanding service, and the best value, tailor-made leisure and corporate travel experiences
- HLO has over 2000 staff located in Australia, New Zealand, Fiji, the USA, South East Asia, India and UK/Europe
- Helloworld is the proud major sponsor of Volleyball Australia and the **helloworld Volleyroos** men’s and women’s national teams.

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