

MEDIA RELEASE

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TWO-YEAR PLEDGE TO PAUSE FEST

LaunchVic has signed a two-year \$300,000 sponsorship deal with Pause Fest to deliver Australia's premier creative, tech and business event in Melbourne.

The Pause Fest 2018 Program announced today at the Australian Centre for the Moving Image at Federation Square, will feature more than 150 global leaders discussing smart future, diversity, virtual reality, artificial intelligence, digital culture, blockchain and brands and marketing.

Now in its eighth-year running, Pause Fest will bring headline speakers from organisations such as NETFLIX, NASA, TechCrunch, WGSN and Silicon Valley Bank to Melbourne.

This is on top of the likes of Hyperloop, Girls in Tech, NASA, Pixar, This American Life, HAX Accelerator, Frog and Lucasfilm, which Pause Fest has brought out in the past.

LaunchVic CEO Dr Kate Cornick said Pause Fest is one of Australia's leading innovation and tech events – helping to showcase Melbourne and importantly provide local entrepreneurs with new ideas and inspiration.

“Supporting high-calibre events such as Pause Fest is helping to engage Victorians in the startup ecosystem and to position Victoria as an internationally recognised startup destination.

“We are thrilled to support a proudly Melbourne-based event that just keeps going from strength to strength.”

Pause Fest Founder George Hedon said the multi-year partnership with LaunchVic will allow us to engineer a heightened festival experience.

“The 2018 theme is ‘Journey = Destination’ and we are focusing on the creator's journeys, stories and achievements to empower them and to amplify their messages, and make Melbourne heard on a global scale.”

Pause Fest 2018 will run from 7-9 February. Tickets are limited to 1,000 with more information available at pausefest.com.au

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