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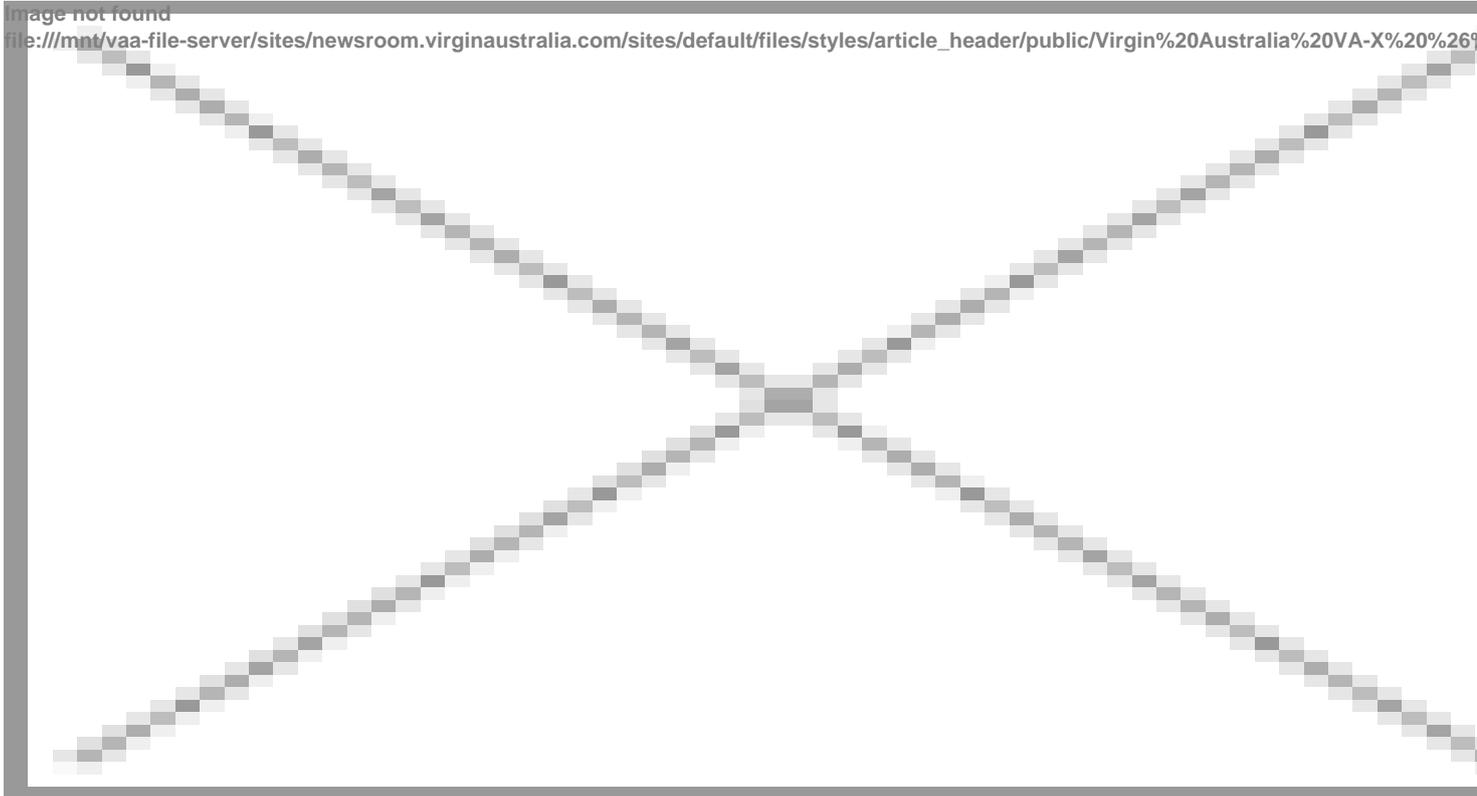
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- Virgin Australia opens national COVID-19 vaccination competition
- Hundreds of prizes on offer including one million Velocity Frequent Flyer Points
- Virgin Australia vaccination marketing campaign unveiled featuring travellers on a quest to recreate their old lives and the feeling of flying again

Wednesday 1 September: Virgin Australia has today opened their VA-X & Win competition to thank COVID-19 vaccinated Australians who have played their part in protecting the community and re-opening the country, with a chance to win from hundreds of prizes.

First announced in June, the total competition prize pool is valued at more than \$150,000 with the major prize making one lucky Australian a Velocity Frequent Flyer Points millionaire.

Other prizes include Business Class flights, Virgin Australia Lounge memberships and dozens of the airline's popular pyjama sets.

Fully vaccinated Australians have until 31 December 2021 to enter the competition through a simple process at virginaustralia.com/vaxandwin [3].

Employee vaccination promotion

Virgin Australia has also opened a promotion today for vaccinated employees who get the jab before 15 November 2021. Incentives include a holiday to Hamilton Island, additional annual leave, Business Class flights and Lounge memberships.

A recent survey of Virgin Australia team members found that over 75 per cent of the frontline workforce have received at least one dose of a COVID-19 vaccine, with another 9 per cent registered for vaccination[^].

Commentary

Virgin Australia Group CEO and Managing Director, Jayne Hrdlicka said vaccination is Australia's ticket to freedom.

"Vaccination is our way back to the things we love and the people we miss, and most importantly, it's the only way we can protect the lives and livelihoods of all Australians" said Ms Hrdlicka.

"We are all in this together and the sooner we are vaccinated to the thresholds required by government, the sooner we can return to a quality way of life that includes travelling freely within our own country and abroad.

"We are offering an opportunity for every fully vaccinated Australian aged 18 and over to enter the Virgin Australia VA-X & Win competition, for simply rolling up their sleeve, getting vaccinated and protecting their community and the future of our country.

"Winners can walk (or fly!) away with some fantastic prizes including Business Class flights, Lounge memberships, Virgin Australia pyjamas and our major prize that'll make one lucky Australian an overnight Velocity Points millionaire.

"We know how important it is to reach the vaccination thresholds as soon as possible, especially for those people living in New South Wales and Victoria, and we're proud to play our part in adding to the benefits of getting vaccinated. We all have a role to play in ensuring our country is safe and we can return to our basic freedoms and all the jobs and prosperity that come with that.

"For 21 years, we have used our voice for good in the community and this is just another element of our service," she said.

How to enter VA-X & Win in three easy steps

1. Receive both doses of a COVID-19 approved vaccine (in consultation with a health practitioner);
2. Visit virginaustralia.com/vaxandwin; ^[4] and
3. Enter your name, email address and Velocity Frequent Flyer member number in the entry fields by midnight 31 December 2021.

Winners will be notified by 13 January 2022. All winners will be required to provide proof of vaccination through an easy-to-use verification process, details of which will be provided upon notification of their winning entry. Proof of vaccination collected from the winners will not be retained by Virgin Australia after vaccination status has been verified.

VA-X & Win campaign unveiled

To coincide with the opening of the competition, Virgin Australia has released a new VA-X & Win marketing campaign, poking a bit of fun at the current constraints on the nation.

The campaign shows two Virgin Australia passengers who are missing the special feeling that comes with flying so much so that they try to recreate the experience from the comfort of their own homes.

Using a makeshift airport travelator and a “Business Class” reclining chair to mimic the in-flight experience, the passengers find that nothing can replace the joy and excitement that comes with flying. Time quickly fast forwards to a world where borders have opened and the passengers are finally reunited with their old lives and the real Virgin Australia flying experience once again.

The videos will be housed on Virgin Australia social media channels before being aired on the 7 Network during the broadcast of the AFL Grand Final on 25 September 2021. Virgin Australia is the official airline of the league.

For more information, and to enter VA-X & Win, visit: virginaustralia.com/vaxandwin [4].

*Entry closes on 31 December 2021. Consult your health practitioner for vaccine advice. To enter, you must be over 18 years of age and have received two doses of a TGA-approved COVID-19 vaccine before entering. You must be a Velocity member to enter. The estimated total prize pool is AUD\$151,517 (including GST). Other terms and conditions apply, available at virginaustralia.com/vaxandwin [4]. Permits: NSW Permit No. TP/00381; ACT Permit No. TP21/01417; SA Permit No. T21/1290.

^Based on a survey of 709 Virgin Australia frontline team members conducted in July 2021.

For more information on COVID-19 vaccines and to check your eligibility to receive a vaccine, visit: health.gov.au [5]. Consult your health practitioner for vaccine advice.

[Download](#) [6] media assets including VNR, radio release, images and TVC.

MORE INFORMATION

VA-X & Win total prize pool

- 1 x 1 million Velocity Frequent Flyer Points;
- 10 x 100,000 Velocity Frequent Flyer Points;
- 50 x 10,000 Velocity Frequent Flyer Points;
- 25 x return Virgin Australia Business Class flights;
- 50 x return Virgin Australia Economy flights;
- 30 x Virgin Australia Lounge memberships; and
- 85 x Virgin Australia pyjama sets.

What can you do with one million Velocity Frequent Flyer Points?

- 64 return flights – Sydney to Gold Coast (Economy)
- 42 return flights - Sydney to Byron (Ballina) (Economy)
- 28 return flights – Brisbane to Perth (Economy)
- 7 return flights – Brisbane to Honolulu (Business class)
- 28 return flights – Sydney to Nadi, Fiji (Economy)
- 11 return flights – Sydney to LA (Economy)
- 14 Apple Air Pods Pro
- 19 Daniel Wellington Evergold Watches
- 416 bottles of award-winning McLaren Vale Shiraz 2018

International Economy redemption using Velocity Points on international partner airlines

Route	Velocity Points required (one-way Economy)
Brisbane to Honolulu	42,000 Points plus taxes, fees and carrier charges
Sydney to Los Angeles	44,800 Points plus taxes, fees and carrier charges
Melbourne to Abu Dhabi	56,000 Points plus taxes, fees and carrier charges
Sydney to London (via Hong Kong)	59,800 Points plus taxes, fees and carrier charges

International Business Class redemption using Velocity Points on international partner airlines

Route	Velocity Points required (one-way Business)
Brisbane to Honolulu	65,000 Points plus taxes, fees and carrier charges
Sydney to Los Angeles	95,500 Points plus taxes, fees and carrier charges
Melbourne to Abu Dhabi	104,000 Points plus taxes, fees and carrier charges
Sydney to London (via Hong Kong)	127,500 Points plus taxes, fees and carrier charges

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