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Virgin Australia Newsroom

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16 November 2022 | [Customer](#) ^[1]

Money can't buy, but middle seats can: Virgin Australia unveils one-of-a-kind bar carts in Middle Seat Lottery major prize pool ^[2]

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- Virgin Australia has unveiled four limited-edition and uniquely themed bar carts as part of a one-off, money-can't-buy prize, in the airline's globally recognised Middle Seat Lottery.
- The fully refurbished collector's items, revived from a former life on Boeing 737 aircraft have been themed, featuring custom installations and unsuspecting features like a disco ball, boombox speaker, TV projector, popcorn machine, drinks cooler and more. It's something that needs to be seen to be believed.
- For a chance to win, guests simply need to enter the competition when they sit in a middle seat on an eligible Virgin Australia domestic flight in specific weeks during the competition period (refer below).*
- Valued at up to \$10,000 each, the money-can't-buy bar carts are only available to winners of the Middle Seat Lottery.
- Details on how to enter [here](#) ^[3].

Virgin Australia has raised the stakes in the Middle Seat Lottery, today unveiling a magnificently unique twist on the classic aircraft bar cart as part of four 'money-can't buy, but

middle seats can' prizes up-for-grabs, in the globally recognised competition.

The hand-refurbished bar carts, completely bespoke and unable to be purchased, are set to have AVGeeks rushing to nab the middle seat in a scene reminiscent of Boxing Day sales.

'Disco Fever' bar cart

Complete with shimmery exterior and spinning mirror ball, there's a cocktail shaker, Bluetooth speaker, and smoke machine to evoke your inner dancing queen.

'The Day Spa' bar cart

Decked out in stylish rattan and containing the most premium spa accessories (think plush robe, silk eye mask and squishy slippers!). The aromatherapy diffuser and luxury candles are designed to instantly refresh and relax the mind and body.

'At Home Cinema' bar cart

Upholstered in rich red velvet with a completely customisable cinema-style letter board, this bar cart comes complete with popcorn maker, candy bar and movie projector. Truly turning the at-home cinema experience into something wonderful.

'The Sports Bar' bar cart

The perfect accompaniment to an afternoon watching the game. With a removable esky and Yeti coolers to keep drinks ice cold, the bar cart comes complete with a Marshall speaker to not miss a moment of commentary, plus your very own AFL Sherrin and pop-out basketball hoop – should you feel so inspired by keen spectatorship that you're game to play along.

The one-of-a-kind bar carts, part of a whopping \$230,000 prize pool, can be won by simply sitting in a middle seat on eligible Virgin Australia domestic flights during set weeks of the competition until 23 April 2023.* Other prizes up-for-grabs throughout the competition include a Virgin Voyages Mexico and Bahamas cruise, helicopter pub crawl extravaganza in Darwin, AFL Grand Final tickets and more. The full prize list is available [here](#) [4].

Commentary

Virgin Australia Group Chief Marketing Officer Libby Minogue, said the move reflects the airline's sense of innovation, fun, and award-winning service, as it enters a new era of flying.

"Last month we launched the [Bring on Wonderful](#) [5] campaign, a foundation set to elevate every part of the customer journey – taking flying from the ordinary into the wonderful," said Ms Minogue.

"The Middle Seat Lottery is the first major customer innovation as part of this mission, giving guests the opportunity to win big by simply sitting in the middle seat. We worked to develop a \$230,000 pool of truly unique prizes and we're extremely proud to have items as special as these bar carts on offer – it really is a once in a lifetime opportunity for guests to win these wonderful prizes.

"The bar cart is synonymous with aviation, and we have never before given our guests the opportunity to own a piece of our operation. The carts have been refurbished by hand in Australia and I can guarantee you won't have seen anything like them before - we really have

playfully transformed the life of a humble bar cart beyond imagination!

“From a disco smoke machine, to a popcorn maker, aromatherapy diffuser and at home cinema, we’ve really brought out the Virgin Australia DNA in these iconic bar carts.

“We expect aviation enthusiasts from all over to try and get their hands on them, but I’m pleased say they’re under lock and key at a secret location and only available to winners of the Middle Seat Lottery,” she laughed.

Since launching last month, the Middle Seat Lottery has attracted attention from all four corners of the globe, even appearing on CNN, Forbes and Saturday Night Live in the US.

For more information and to enter, visit [here](#) [6].

ASSETS

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NOTES TO EDITOR

1 Middle Seat Lottery terms and conditions

The Promoter is Virgin Australia Airlines Pty Ltd (ABN 36 090 670 965) of registered address 275 Grey St, South Brisbane QLD 4101. The Promotion commences at 12:00am AEST on 24 October 2022 and ends at 11:59pm AEST on 23 April 2023 (Promotion Period). Entry is open to Velocity members who are: (1) Australian residents, (2) aged 18 years or over and (3) Virgin Australia guests that have flown on an Eligible Flight (“Entrants”). An Eligible Flight is a domestic Virgin Australia-operated flight where the Entrant was seated in a middle seat as reflected on their boarding pass and in Virgin Australia’s internal systems. The following are not Entrants: Virgin Australia Group employees (and their immediate families), employees of agencies associated with this Promotion, and individuals travelling on Staff Travel. To enter the Promotion, Entrants must, during the Promotion Period and within 48 hours after the scheduled departure time of their Eligible Flight: (i) navigate to the Middle Seat Lottery tile within the Virgin Australia app; (ii) select an Eligible Flight shown in the Virgin Australia app or retrieve the booking for their Eligible Flight using their Booking Reference and Surname; and (iii) select their name from the Eligible Flight booking, input their contact details and their valid Velocity membership number (if not pre-filled), and submit their entry. An Entrant will receive an Entry to the Relevant Draw Period based on the scheduled departure date of their Eligible Flight. Limit of one entry per Entrant for each Eligible Flight taken by the Entrant. There will be 26 Winners (one for each Relevant Draw Period). One Winner will be drawn for each calendar week (the “Relevant Draw Period”) of the Promotion Period following the Relevant Draw Period and will be notified within 2 business days of the draw (as set out in clause 16 of the full terms and conditions). Winners will be awarded the Prize that is assigned to their Relevant Draw Period (set out in clause 22 of the full terms and conditions). The total prize value is \$172,798.43 AUD (including GST). The Prizes are not exchangeable and cannot be taken as cash. Prizes may be subject to additional terms and conditions of Virgin Australia, Velocity Frequent Flyer, or third-party suppliers. If you wish to be removed from the Promotion, please email info@velocityfrequentflyer.com [9] and provide your full name and Velocity membership number. Full competition terms and conditions can be accessed at virginaustralia.com/msl-terms-conditions. Game of Chance: Authorised under NSW Authority

No.: TP/ 01843. Permit No's: ACT TP22/ 00791 & SA T22/ 613.

How to win a bar cart

To win an iconic bar cart, enter the competition when you sit in a middle seat on an eligible Virgin Australia domestic flight during the following weeks of the Middle Seat Lottery competition*:

'Disco Fever' bar cart: 14 November – 20 November, 2022

'The Day Spa' bar cart: 5 December – 11 December, 2022

'At Home Cinema' bar cart: 20 February – 26 February, 2023

'The Sports bar' cart: 20 March – 26 March, 2023

Full description of bar carts

'Disco Fever' bar cart

This Virgin Australia bar cart has been rolled off the plane and transformed into a one-of-a-kind disco themed collector's item. Complete with a shimmery exterior and rotating mirror ball, this cart comes fully equipped with everything you need to evoke your inner dancing queen, so get those hips shaking and good times are sure to be in the making.

Key features:

- Smoke machine
- Rotating disco ball, complete with multi-colour spotlights
- Cocktail shaker set
- Bluetooth speaker

'The Day Spa' bar cart

It's relaxation, on wheels. Straight from the aircraft aisle to you, this Virgin Australia galley cart has been transformed using rattan textiles and stocking only the most premium spa accessories, making it the perfect accompaniment for achieving pure zen. It comes fully stocked with everything you could ever need to achieve that day spa feel at home.

Key features:

- Aromatherapy diffuser
- Premium robe, slippers and silk sleep mask
- Luxury candles

'At Home Cinema' bar cart

Before you ask - yes, it absolutely does come with a popcorn maker. This one-of-a-kind Virgin Australia bar cart has been retired from its days in the skies, reupholstered in lush red velvet and equipped with all items necessary to make movie nights even more wonderful, from right inside your living room.

Key features:

- Projector
- Built-in popcorn machine
- Completely customisable cinema-style letter board
- Candy bar

'The Sports bar" cart

How do you figure, sports fan? This formerly high-flying cart has been returned to ground level, and specifically repurposed for the sports aficionado. It's the perfect portable and interactive accompaniment to an afternoon watching (or even playing) your favourite game.

Key features:

- Marshall speaker
- Built-in esky (removable)
- Yeti stubby coolers
- Pop-out basketball hoop
- AFL Sherrin

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