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[Velocity Frequent Flyer launches Velocity Live with Keith Urban](#) [2]



Velocity Frequent Flyer, the multi-award winning loyalty program of Virgin Australia, today launched Velocity Live – a new hub for live experiences and event offers, exclusively for Velocity members. The launch was marked with a special acoustic performance by multiple Grammy and ARIA Award winner Keith Urban, whose #1 gold certified album ‘RIPCORD’ is still a Top 20 ARIA Album twenty weeks after its release.

Through Velocity’s new partnership with TEG Live, the Velocity Live hub will offer members access to great events and pre-sale tickets, the ability to earn Velocity Points , premium seating allocations and money-can’t-buy competitions and experiences.

Velocity Frequent Flyer CEO Karl Schuster said: “Velocity Frequent Flyer is all about making our members’ dreams come true and what better way to do that than combine travel with some of life’s other greatest passions, such as music, sport and theatre,” Mr Schuster said.

“Velocity Live will make our members feel like VIPs regardless of their Velocity status, and give them access to once-in-a-lifetime experiences and the opportunity to earn Velocity Points in the process.

“Importantly, each offer available on Velocity Live has been tailored specifically for our members, and

thanks to our new partnership with TEG Live we are fortunate enough to have access to some of the world's best events, including Keith Urban's upcoming ripCORD tour," Mr Schuster said.

Velocity member Keith Urban gave an intimate performance at the launch, that featured songs and stories behind the writing, producing, and recording of his eighth studio album 'RIPCORD'.

Urban said: "Playing 'live' is what it's all about for me. It's that feeling of connection - not just to the music, but to each other. We're all in the moment, and experiencing it in real time. That's what we're bringing to all of Velocity's Loyalty members. I'm really proud to be part of the Velocity Live launch, and I can't wait to bring our ripCORD WORLD TOUR to all of you in December!"

For launch, Velocity members can purchase premium tickets to Keith Urban's ripCORD tour in December, KINKY BOOTS, PAW Patrol Live! Race to the Rescue, Sesame Street presents Elmo's Super Fun Hero Show and, coming soon, more exciting Brickman LEGO® exhibitions.

The first competition available is giving 17 Velocity members plus a guest the chance to win a sold-out 'Once in a Lifetime' package to Keith Urban's 'ripCORD World Tour Australia 2016' in December.

To check out all that Velocity Live has to offer, visit www.velocityfrequentflyer.com/velocitylive [3]

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