

Friday 15 May 2015

NEW APP INVITES YOU TO TAKE A STROLL WITH FAMOUS AUSTRALIANS ON THEIR ULTIMATE VIVID SYDNEY TRAILS

Visitors to Vivid Sydney will have the world's largest festival of light, music and ideas in the palm of their hands with the new Vivid Sydney smartphone app launched today, featuring customised trails from famous Australians including iconic children's band The Wiggles, current No. 5 World Championship Tour surfer Sally Fitzgibbons, and 2014 Australian of the Year and Sydney Swans star Adam Goodes.

Minister for Trade, Tourism and Major Events Stuart Ayres said the enhanced Vivid Sydney app will help visitors make the most of the biggest Vivid Sydney program ever, providing a new way to interact with 18 days of light installations and projections, music, and ideas events.

"It's great to see the enthusiasm of well-known Australians sharing their Vivid Sydney highlights by creating their very own Vivid Trail. From architects to photographers, media and sports personalities, they are all huge fans of Vivid Sydney who were happy to reveal their festival favourites. I've even been inspired to create my own Vivid Sydney trail," Mr Ayres said.

Sandra Chipchase, Chief Executive Officer of Destination NSW which owns and manages Vivid Sydney said the app includes a number of new and enhanced features for 2015.

"This year we introduce *Near Me* technology, which pinpoints visitors' locations within the Vivid Sydney footprint and shows them nearby installations and events that they can get to by referencing the on-screen map," Ms Chipchase said.

"Users can also create a *My Vivid* profile to further personalise their experience and highlight the light installations, events, musicians, locations and speakers they'd like to see. The list of favourites can then be viewed across multiple devices.

"The popular *Vivid Snap* photography platform also returns this year, enabling visitors to capture their favourite Vivid Sydney moments and personalise them with words, symbols and light filters before sharing them with their friends and family via social media," she said.

The Vivid Sydney app can be downloaded for free now from iTunes and Google Play.

Owned and managed by the NSW Government's tourism and major events agency, Destination NSW, Vivid Sydney is set to once again transform the city into a colourful canvas of light, music and ideas for 18 nights from 22 May to 8 June.

For more information on Vivid Sydney visit www.vividsydney.com. Download the Vivid Sydney app for free now on [iTunes](#) and [Google Play](#).

Ends

Notes to Editors:

Some of the Vivid Trail ambassadors are:

- Stuart Ayres MP, NSW Minister for Trade, Tourism and Major Events
- Jude Bolton and Lynette Carroll-Bolton, Retired Sydney Swans player, and Event Director, MC and regular face on Channel 7
- Michelle Bridges, Personal trainer, author and television personality
- Laurie Daley, NSW State of Origin coach
- Hannah Dodd, Equestrian and wheelchair basketball competitor, 2012 Summer Paralympian
- Mark Ferguson, Seven News anchor
- Sally Fitzgibbons, Current No. 5 World Championship Tour surfer
- Adam Goodes, Sydney Swans AFL player and 2014 Australian of the Year
- Michael Hooper, Qantas Wallabies Captain and Waratahs Super Rugby player
- Richard l'Anson, Acclaimed travel photographer
- Mat Lindsay, Head Chef at Ester in Sydney
- Clover Moore, Lord Mayor of Sydney
- Matt Moran, Renowned chef and restaurateur
- Indira Naidoo, Author, journalist and television presenter
- Chip the Intel Robot
- Joe Snell, Architect and Judge of Channel 7's House Rules
- Yumi Stynes, Television and radio presenter
- James Valentine, 702 ABC Sydney and The Mix ABC TV presenter
- The Wiggles, Australian children's band.

MEDIA CONTACTS:

Chloe Burton, Destination NSW

T: 0427 109 276

E: chloe.burton@dnsw.com.au

Jessica Dunne, Bang PR

T: 0410 182 460

E: jessica@bangpr.com.au