

PayPal Australia invites Victorians to throw the best iso-party, for the chance to win \$500

PayPal Australia relaunches the 'It Pays to Keep Your Distance' challenge for the second lockdown, encouraging Victorians to throw a virtual iso-party with friends and family

Melbourne, 24 July 2020: With millions of Victorians having re-entered a 'Stage 3' six-week lockdown on 8 July, the state faces a long winter at home, unable to go outside except for essential activities. To offer some entertainment during this period, PayPal Australia has relaunched the *It Pays to Keep Your Distance* challenge and is inviting Victorians to throw the best iso-party at home, to go into the running to win one of three, \$500 prizes.

The challenge kicks off for Victoria this Friday and will run for the next two weeks. To enter, all Victorians need to do is gather their family or friends together virtually, throw an awesome party, and share a screenshot of their party in full flare on Instagram. Make sure to follow the @PayPalAU Instagram page, include the hashtag #PayPalisoparty and tag @PayPalAU in the post. Each week, PayPal will select the top three party pictures and deposit \$500 into the party-host's PayPal account.

The catch? Everyone knows an iso-party isn't a party, without a theme. So, to spice things up and inspire partygoers to get inventive, PayPal has set weekly themes:

- **24 July to 28 July - Dine out (at home!) to support your local:** Victorians are die-hard foodies and the state is home to many of Australia's top restaurants and bars, which need support now to stay afloat. So order in and tag your favourite local business that delivered your meal.
- **31 July to 4 August - Dress to impress in your best:** Being the fashion capital of the country, we know Melbournians won't miss an opportunity to don something chic.

If you are celebrating a birthday party, anniversary party or baby shower, you are still eligible to enter. PayPal will also be awarding these celebrations!

PayPal's Shopping Expert, Danielle Grant, said now there is no reason for Victorians to say they have nothing to do this weekend:

"Our thoughts and hopes are with Victorians in this uncertain time as they return to lockdown and are unable to visit their loved ones. Despite not being able to meet face-to-face, it doesn't mean you have to be completely isolated. Connecting online is a great way to hang out with family and friends and look after our mental health during this challenging period."

"If you're looking for things to do this weekend, look no further - gather your friends online and throw an iso-party! We want to see creativity, flare, and out-of-the box thinking!"

To help Victorians throw the ultimate iso-party, Danielle Grant shares her top tips and tricks:

- **Support local small businesses by purchasing your iso-party** takeaway snacks, drinks, decorations, and even dress-up outfits, from a restaurant or store that is still open for business in your area. In week one of the challenge, enjoy Tipo 00's famous gnocchi at a virtual dinner party, or throw a tea party with pastries from Fitzroy's Lune Croissanterie.
- **Choose the video conference platform** that will best suit your group and the type of iso-party you are throwing. Larger online video chat platforms, such as Zoom, are great options for big groups as they allow you to see everyone's faces on the screen.

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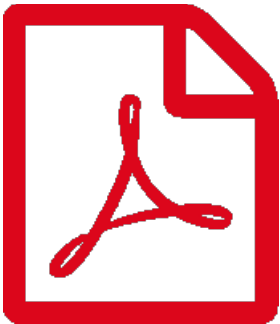
- **Pick a start time for your iso-party and try stick to it**, the same way you agree on a time to meet up with friends in person. This will help ensure everyone is online at the same time and recreate the atmosphere you have during a Saturday night on the town.
- For week two of the challenge, **use your iso-party as an excuse to change out of your active wear and into your best look**. Even though it might be tempting to stay comfortable at home, there is something to be said for dressing up as if you're going out even when connecting online. After all, Melbourne is the fashion capital of Australia, so why not flaunt it?
- **Dropouts, lags and blurry faces caused by slow internet can be a real buzz kill**, so consider keeping your mobile phone handy as a backup connection. If your home speed drops, try rejoining the party from your phone or connect to its 4G service through personal hotspot.

Judging Criteria

Entries will be judged by a panel of PayPal Australia employees against the following criteria

- Overall quality of the photo clarity, colour, lighting, exposure and focus, composition
- Clarity of participants' expression
- Creativity and originality
- Humour
- Audience appeal including the amount of social engagement with the image

To contact PayPal Australia media team, please email paypal@edelman.com



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