



## SAMPLE PRESS RELEASE – WINNER

FOR IMMEDIATE RELEASE

### [Winner's Name] wins as the most ambitious Australian company/ individual at Pause Awards '22

[Date] — [CITY] — [Winner's Name] announced today that it has been selected as a Winner in the [category] at the fifth **Pause Awards**, powered by **VicGov**.

The Pause Awards are the home for champions and the 'Oscar's worthy' accolade for Australia's most ambitious and forward-thinking businesses, since 2018. Some past winners include **Airwallex, Linktree, MrYum, Aussie Broadband, Guzman Y Gomez, hipages, Heaps Normal, Verve Super** and now [Winner's Name] joins this incredible lineup of champions.

[WINNER COMPANY DESCRIPTION]

"[Winner's Name] has broken a new record for innovation in Australia," said **George Hedon, Founder & CEO of Pause Awards**. "This award is a validation of the strong vision, immaculate execution and team effort."

[QUOTE FROM WINNER]

The Pause Awards are highly competitive! The entries are evaluated by 60 international and local judges, including founders, CEO's, execs and entrepreneurs who are experts in their field. Judges ensure only the highest quality of winning entries is selected each year, on their merit and impact, not just growth. Out of 32 categories in 2022, with 14 new, [Winner's Name] managed to punch above the average.

"The Pause Awards '22 entrants showed businesses have a key role to play in creating a more equitable and regenerative world. Submissions were authentic and bold in their approach to tackling some of society's biggest challenges and delivering real and measurable change where it matters", said **Lee Tonitto** B. Com, MBA, GAICD and Chair at Pause Awards.

"This award programme is not just about recognising the real winners, through excellence, performance and effectiveness in the Australian marketplace, but also about building better

ecosystems. We're celebrating ingenuity and total commitment to tackle serious problems in response to local and global challenges and unstable markets. You are the legends and champions of this year's awards and deserve a highest level of honour," **Hedon** concluded.

— ENDS —

About [WINNER]

[INSERT Winner GENERAL BIO ABOUT THE COMPANY/ INDIVIDUAL HERE]

Contact: (Spokesperson name)

Phone: (Spokesperson phone)

Email: (Spokesperson email)

Pause Awards links:

Website: [www.pauseawards.com](http://www.pauseawards.com)

Instagram: @PauseAwards

Twitter: @PauseAwards

Facebook: [facebook.com/PauseFest](https://facebook.com/PauseFest)

YouTube: [youtube.com/c/PausefestAu](https://youtube.com/c/PausefestAu)

Linkedin: [linkedin.com/company/pause-fest](https://linkedin.com/company/pause-fest)

About Pause Awards:

**Pause Awards is the home for champions as we recognise the most ambitious in business to build better ecosystems.**

We are an independent innovation agent established in 2018 and were originally a part of Pause Fest, the world's leading festival for business and creativity in Australia. Reflecting on the mammoth growth of the local tech ecosystem, Pause Awards now honours under five key category tracks: Growth, Excellence, Operators, Good and Culture.

We celebrate innovative Australian businesses for their excellence and effectiveness. Pause Awards are a symbol of progress, achievement and community. We aim to be the epicentre for the most ambitious and forward-thinking businesses in the Australian ecosystem and to inspire future founders. We award the real people who do real things.

Our Awards alumni include companies such as Airwallex, Linktree, MrYum, Aussie Broadband, Guzman Y Gomez, hipages, Heaps Normal, Verve Super and many more. And our past and current sponsors include the State Government of Victoria, Capgemini, MYOB, and Blackmagic Design.