



## SAMPLE PRESS RELEASE – FINALIST

FOR IMMEDIATE RELEASE

[Finalist's Name] is the finalist in [Category] at the sixth annual Pause Awards '23.

[Date] — [CITY] — [Finalist's Name], a leading [industry/company description], is thrilled to announce its selection as a finalist in the prestigious Pause Awards '23, powered by VicGov.

The Pause Awards, now in its sixth year, have become a cornerstone of recognition for Australia's pioneers and innovators. Unlike traditional awards that focus solely on financial metrics, the Pause Awards take a more holistic approach, measuring each finalist's breakthrough moments, ambition and impact.

[Finalist's Name] has consistently demonstrated excellence, innovation and ambition in the [industry/sector] space. Being recognised as a finalist in the [Category] is a testament to our dedication to pushing the boundaries and achieving [remarkable results].

### [FINALIST COMPANY DESCRIPTION]

"Being a finalist, [Finalist's Name] stands as a testament to the pinnacle of excellence in our industry. Their remarkable achievement reflects the extraordinary value of reaching this stage." - George Hedon, Founder & CEO of Pause Awards.

### [QUOTE FROM FINALIST]

The Pause Awards are for the most ambitious! The entries are evaluated by over 60 senior judges, including founders, CEO's, execs and entrepreneurs who are experts in their field.

This year, the introduction of the Investable Score™ as part of the new judging criteria sets the stage for two high award levels: Champion and best-in-show Diamond. Additionally, leading Australian figures are joining forces in the first Growth Mentors Board, representing Squarepeg, Guardian, Amazon, Rampersand, Up and Birchal.

With a record-breaking 63 finalists spanning five Category Tracks, including Growth, Excellence, Operators, Good, and Culture, this year's Pause Awards, [Finalist's Name] managed to punch above the fold.

Lee Tonitto, Chair of the Judging Board and Director of Tonitto and Partners, remarked, "This year's winning entries are based on a key insight, cleverly designed, and delivered through razor-sharp execution. As an esteemed and experienced judging panel, if the entrant's idea, execution, and measurable results stopped us in our tracks, made us pause for thought, raised a smile or a tinge of envy that 'I wish I'd thought of that,' then they are a winner."

Over the years, Pause Awards has garnered a reputation for championing the audacious and the bold, those who dare to redefine the parameters of the possible. Founder & CEO, George Hedon, accentuates, "Our quest is to spotlight those who don't just chase success but redefine it, carving out new vistas of what's achievable."

For more information about [Finalist's Name] and our achievement as a finalist in the Pause Awards '23, please contact:

— ENDS —

#### **About [FINALIST]**

[INSERT FINALIST 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:**

The Pause Awards are an annual programme that recognises and celebrates the most ambitious and effective companies and individuals in Australia. Born out of Pause Fest, the premier festival for business and creativity in Australia, the awards have been celebrating pioneers and innovators since 2010, with the awarding tradition beginning in 2018. With an evaluation process powered by over 60 independent senior industry experts from Australia's leading companies, the Pause Awards continue to set unparalleled industry benchmarks, celebrating genuine innovation and redefining success in the Australian business ecosystem. For more information about awards, visit [www.pauseawards.com](http://www.pauseawards.com)