

ALCATEL ONETOUCH provides aspiring young Aussie DJs a once in a lifetime shot to transform their passion for music into a career

Naming rights sponsorship of Local Your Shot DJ Competition provides unique opportunity for Aussies to realise their dreams

ALCATEL ONETOUCH provides aspiring young Aussie DJs a once in a lifetime shot to transform their passion for music into a career. Naming rights sponsorship of Local Your Shot DJ Competition provides unique opportunity for Aussies to realise their dreams. SYDNEY, Australia, 6 May 2015 – ALCATEL ONETOUCH, a leading global smartphone brand, has today announced it is the first naming rights sponsor of national DJ competition Your Shot, which has just kicked off its 6th year. The partnership will help change the lives of aspiring DJs across NSW, QLD and VIC, and will unearth the next generation of the country's most exciting upcoming DJ talent. The partnership reflects ALCATEL ONETOUCH commitment to support local up-and-coming talent and grassroots initiatives that encourage Australians to openly express their creativity, individuality and make a name for themselves in music. The competition attracts thousands of registrants nationally, and winners will get the chance to join the ranks of Your Shot alumni including big names on the international DJ scene such as DJ Tigerlilly, J-Trick and New World Sound. The ALCATEL ONETOUCH brand epitomises fun, accessibility and affordability with a commitment to delivering fresh, vibrant product ranges that celebrate individuality. Not new to the music scene, ALCATEL ONETOUCH has an existing global sponsorship deal with Avicii and a custom version of Cross DJ app embedded across certain device ranges. "We appreciate the importance of supporting our local community and initiatives that mean a lot to them. We are excited and delighted to be able to support young Aussies as they embark on an experience of a lifetime. Your Shot attracts a high proportion of millennials, which is perfect because millennials were born on the Internet and live on their smartphones. It is important for us to support this youth market, they're the heart and soul of ALCATEL ONETOUCH," said Nic Ferraro, Regional Marketing Manager, ALCATEL ONETOUCH, ANZ and Pacific. "We pride ourselves on our ability to make creative features and the latest technology accessible to everyone, and we believe this ties in perfectly with what Your Shot is aiming to achieve in supporting young Australian up-and-coming talent," he added. "ALCATEL ONETOUCH's brand ethos resonates deeply with us," said Steve Pillemer, Your Shot Founder. "We always envisioned a handful of partners who understood the power of this audience. This is not just a DJ competition, this is an entire generation of young talented people that with the right training, will have the time of their lives and a few will reach great heights in both their personal and professional lives. We are excited that ALCATEL ONETOUCH has come on board as naming rights sponsor and believe together we can both continue to forge new ground in music culture and mobile services", he added. Your Shot invites Australians across 3 states to partake in a competition to learn how to DJ. The winner receives the money-can't-buy experience of performing at international events such as BPM Mexico, Snowbombing Austria, Your Paradise Fiji, Supersonic India, Chasing Summer Canada, before performing in front of Australian audiences at Stereosonic 2015. The contestants perform at over 1000 public events throughout the country, from university parties to popular nightclubs, and 61% of past contestants (2,000+) now DJ full time or perform regularly. Last year, over 15,000 people attended the Your Shot registration and events days. Your Shot pre-registrations opened on 8th April 2015, and will conclude in May. Contestants go through six weeks of rigorous DJ training, before competing at events across Australia. The final winner will then perform at Stereosonic in November/December 2015. More information about the competition can be found at: www.yourshot.com.au # # # About ALCATEL ONETOUCH ALCATEL ONETOUCH is simple, unexpected, down to earth, irreverent and colorful. We believe that what makes technology smart is what you can do with it rather than what it can do. ALCATEL ONETOUCH is a brand within TCL Communication, an international multicultural company which designs, develops, and markets globally a growing range of mobile and Internet devices. TCL Communication is a public company listed on the Hong Kong Stock Exchange (2618.HK) and part of TCL Corporation one of the largest consumer electronics companies in the world. For more information, please visit www.alcatelonetouch.com.

Contacts

David Wolf
0411 111 787
mailto: david.wolf@closercommunications.com.au