

# SearchParty partners Australia's biggest youth festival

Gold Coast app start-up to make Schoolies safer

SearchParty, the must-have app for music festivals, today announced its partnership with Schoolies.com, Australia's leading booking agent for Schoolies Week.

With over 30,000 Australian school leavers travelling to 17 destinations including Bali and Fiji with Schoolies.com, the partnership marks a strategic investment for SearchParty.

"The youth audience is our core market, and while we've had strong initial success with music festivals this year, our partnership with Schoolies.com will take SearchParty to the next level," said Jade Mulholland, SearchParty co-founder.

Successfully partnering Gold Coast music festivals Circus Paradise, The Grass is Greener and Bondstock, SearchParty launched at Splendour in the Grass this year and is now in partnership negotiations with one of Australia's leading festival organisers for the 2020 season.

Sponsoring Schoolies.com exposes SearchParty to thousands of school leavers ahead of the summer festival season.

"Over 30,000 Year 12 students travel with Schoolies.com each year," said Jade Mulholland, "and the Gold Coast Schoolies Week alone is expected to attract 18,000 Queenslanders and 12,000 interstate visitors."

"Schoolies represents a high-value opportunity for SearchParty to attract new users ahead of the major events being staged on the Gold Coast and in Brisbane this summer," said Jade.

"Festival X, Sandtunes, Wildlands, Falls Festival and FOMO are all scheduled within a five-week period. We want all of those attendees to download SearchParty, to make their festival experience even better."

SearchParty was designed specifically for music festivals and major events, with low-latency features such as interactive maps, group chat and being able to view friends' locations in real time. Where text messages and social platforms fail due to congested mobile networks, SearchParty requires only minimal mobile service.

A world-first one-click Alert button allows users to alert every person in their Party that they need help or direct-dial Emergency Services. Their

location is then geo-tagged, so friends can get to them quickly.

SearchParty is also releasing new features in time for Schoolies, tailored to the youth market.

“Since launch in March, we've attracted over 5,000 downloads, launched our Android version and released several new features including downloadable maps and push notifications to nudge your friends,” said Jade.

“For Schoolies, we wanted to provide even more valuable user features, so we're releasing a Schoolies precinct map for the Gold Coast event, and adding a new feature to the app that allows users to pin their location.”

“Users can pin their apartment, meet-up point, carpark or other location of their choice so they can navigate back with our interactive maps,” said Jade. “They can share or hide their pins, so a group of friends can all view a meet-up point, while a user can keep their apartment location private.”

“We want to make the festival experience safer across the board - for both music festivals and major events such as Schoolies,” said Jade. “Whether attendees are drug or alcohol affected, or are feeling vulnerable or being harassed, SearchParty provides a simple way to stay connected to friends and get immediate help.”

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