

## **The Perfect Flight; The Perfect City; The Perfect Reef; Inspire The Perfect Limited-Edition Bag.**

V Australia Launches the Perfect Project

The Perfect Vacation: Sydney and the Great Barrier Reef

Inspire the Perfect Bag by Designer Steven Alan and User-Generated Experience.

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NEW YORK, Oct. 26 /PRNewswire/ -- In an unprecedented collaboration, Australia's **Sydney and the Great Barrier Reef** have teamed up with **V Australia, Richard Branson's newest international airline**, to bring the **Perfect Australian Travel Experience** to Americans.

A remarkable value for jetsetters, the Perfect Vacation includes round-trip flights on V Australia from Los Angeles to Sydney or Brisbane, round-trip domestic flights and one-day travel experiences at two of Australia's iconic destinations -- Sydney and the Great Barrier Reef, starting from just \$829\*. The Perfect Vacation -- offered exclusively in partnership with Down Under Answers and Springboard Vacations -- starts with international economy round-trip flights on V Australia, domestic flights on sister-airline, Virgin Blue, and includes two free^ tours; the Essential Sydney Opera House tour a half-day tour of the Great Barrier Reef to Michaelmas Cay with Ocean Spirit. The ultimate resource for adventure seekers interested in travel to Australia, V Australia flights offer style, fun, comfort, and value with non-stop flights to Sydney and Brisbane from Los Angeles.

To embody the perfect Aussie travel experience, the renowned designer Steven Alan has been tapped to create a one-of-a-kind bag inspired by these world famous destinations.

"Every great traveler knows one thing. It's all about the bag. Or more specifically the perfect bag," says Steven Alan. "In creating the Perfect Bag, I aim to capture the sights, sounds, flavor and spirit of Sydney and the Great Barrier Reef from first-hand experience on my own Perfect Trip." Inspired by the people, places and lifestyle of Queensland and New South Wales, Steven Alan's one-of-a-kind Perfect Bag will make its limited-edition debut in December 2009.

The Perfect Bag by Steven Alan will be available exclusively at select Steven Alan stores in New York and Los Angeles. The bag will reflect the Steven Alan signature style, combining perfect tailoring and casual California cool. Inspired by travel to Australia and contributions from users through twitter (@perfectproject) and VAustralia.com/perfectproject, every detail will be reinterpreted for the Perfect Bag.

For more information on the Perfect Trip to Sydney and the Great Barrier Reef, please visit [www.vaustralia.com/perfectproject](http://www.vaustralia.com/perfectproject).

### **Terms and Conditions:**

*\* Fares are economy round trip fares, and exclude government-imposed taxes, fees and the 9/11 Security Fee (collectively between \$USD100 to \$USD250 depending on itinerary). Prices are in US dollars and include applicable fuel surcharges. On sale from midnight (PDT) 17 October, 2009 until midnight (PDT) 01 November, 2009 (unless sold out earlier) for travel from 1 February, 2010 to 31 March, 2010. Fares are current as at 17 October, 2009, are subject to availability and may vary until ticketed. Blackouts apply from 16 December, 2009 until 15 January, 2010. Seats are limited and may not be available at peak times or on all flights. Available only for instant purchase online and are refundable (\$500 refund fee applies). One (1) free stopover permitted. Connecting flights between Sydney and other Australian domestic ports are operated Virgin Blue Airlines. No minimum stay is required.*

*^ Bonus tours only available when purchasing select V Australia itineraries from Springboard Vacations or Down Under Answers only. Tours depart from Marlin Jetty (Cairns), Hamilton Island Marina (Hamilton Island) and the Opera House (Sydney); transfer costs to departure point extra. ARV \$300.*