



Australian blogger Geneva Vanderzeil features in Cathay Pacific and BBC partnered content campaign dedicated to #lifewelltravelled

Sydney, 1st December: Cathay Pacific and the BBC have come together to produce a new partnered content campaign dedicated to a [#lifewelltravelled](#), featuring socially focused content published across [bbc.com](#) Travel, Culture and Capital platforms.

This unique mix of content brings the BBC audience on a journey with Australian blogger Geneva Vanderzeil from [apairandasparediy.com](#) and Tyson Wheatley, who travels the world capturing life through his lens for his 650K+ followers on Instagram. Together they share in their passion and experience of the world, and a life well travelled.

These compelling stories, combined with a series of sharable content in a range of appealing formats, allow the audience to explore a range of topics– from the history of travel to the latest travel hacks of today, providing essential insights on how to live their own #lifewelltravelled.

This brand new content series and hub was produced by BBC Advertising’s internal creative agency, BBC StoryWorks, which recently expanded its Australian team on the back of growing demand for content solutions, hiring Natasha Kostas as Content Solutions Executive, reporting into Jelena Li.

Richard Pattinson, SVP Content and Head of BBC StoryWorks commented: “the BBC’s audiences are passionate about travel and it’s wonderful to be able to work with Cathay on a series encapsulating so many elements of what it takes to get the most out of travelling to the fantastic destinations our planet has to offer, using both of our insights to deliver a series that truly connects.”

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Notes to editors:

BBC World News and BBC.com, the BBC's commercially funded international 24-hour English news platforms, are owned and operated by BBC Global News Ltd. BBC World News television is available in more than 200 countries and territories worldwide, and over 385 million households and 1.8 million hotel rooms. The channel's content is also available on 178 cruise ships, 53 airlines and 23 mobile phone networks. BBC.com offers up-to-the minute international news and in-depth analysis for PCs, tablets and mobile devices to more than 80 million unique browsers each month.

BBC Worldwide is the main commercial arm and a wholly owned subsidiary of the British Broadcasting Corporation (BBC). Its vision is to build the BBC's brands, audiences, commercial returns and reputation across the world. This is achieved through investing in, commercialising and showcasing content from the BBC around the world, in a way that is consistent with BBC standards and values. The business also champions British creativity globally.

BBC Advertising sells advertising and sponsorship solutions on behalf of BBC Worldwide's commercial portfolio across broadcast, online and mobile platforms globally.