

## **OFFICEWORKS INVITES AUSSIE CREATIVES TO RUN FREE OVERNIGHT FOR ITS INAUGURAL CREATE-A-THON**

*Entries open today for emerging and established creatives to let their imagination run free overnight inside an Officeworks store*

Officeworks is calling on all creatives - established and emerging - to run free overnight inside an Officeworks store on March 16 2022, with the aim of inspiring all Aussies to start something creative - big or small. The brief is simple - creatives from all walks of life can create anything they like using only what they can source in-store whilst up against the clock for the inaugural Officeworks Create-a-thon.

Hosted by the inimitable **Flex Mami**, with esteemed artists **Beci Orpin** and **Darren Sylvester** judging the competition, Officeworks Create-a-thon invites creatives of all ages, disciplines, backgrounds and interests to make, ideate, rummage, design and create using any product and service found inside an Officeworks store. So whether you're into papercraft, plasticine, painting or graphic design and animation, the sky's the only limit to the creative opportunities at your fingertips.

Teams will be judged based on three key criteria, 'Originality of idea', 'Skill and level of finish' and 'Use of materials and supplies' to take home the grand prize of \$25,000 **cash**.

Officeworks Head of Marketing Sophie Smith says: "Officeworks is committed to supporting Aussies to make bigger things happen every day and Create-a-thon is the perfect opportunity to celebrate our commitment. We want to showcase our homegrown talent of all experience levels and backgrounds in an inclusive and exciting overnight event that will challenge their imaginations to explore the entire range of products and services we have on offer."

Create-a-thon will be captured on film and released in early April for those seeking inspiration and will showcase each teams' creative process, lightbulb moments and the mad rush to the final countdown through entertaining commentary and game show style vision.

Officeworks Create-a-thon host Flex Mami, says: "This is a one of a kind, incredibly creative event that I'm so excited to be hosting. I can't wait to see what our entrants create in the wee hours of the morning and then that crazy sprint to the finish line. I'm expecting out of the box creativity, ingenuity, laughter and some impressive masterpieces at the end."

If you or someone you know has what it takes to challenge some of Australia's most formidable creatives and partner up with others, entries officially open today for your chance to participate and win.

To enter, simply submit a 60-second video pitching your creative idea if you were given the chance to compete in the Officeworks Create-a-thon. Learn more at [officeworks.com.au/noteworthy/create-a-thon](https://officeworks.com.au/noteworthy/create-a-thon)

– ENDS –

### **For further information and imagery, please contact:**

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### **About Officeworks:**

Established 26 years ago in Richmond, Victoria, Officeworks is committed to making bigger things happen for its customers, team, the community and stakeholders. It operates 167 stores across Australia, a website that is home to more than 40,000 products, a national call centre, and a business team that helps micro, small and medium-sized businesses start, run and grow.

Officeworks offers customers a wide range of office supplies, technology, furniture, art supplies, education resources and helpful services like print & copy and on-site and remote tech support through Geeks2U – delivering an experience that is easy and engaging, no matter how customers choose to shop.

Officeworks is focused on the safety, wellbeing and career progression of the more than 8,000 team members it employs. It's also dedicated to operating in a sustainable manner, including building and maintaining meaningful connections with the communities in which it operates, fundraising for its national partners and local community groups, continuing to reduce its impact on the environment and source responsibly.