



MEDIA RELEASE

April 2010

Question: Is making the most out of wasting time considered to be creative procrastination or just really, really clever?

At BPAY, we think wasting time in awesome ways should be celebrated. That's why we created the world's biggest most awesome waste of time competition.

Why BPAY? Well, simple really. When you have bills to pay, you can pay them quickly and online with BPAY. This leaves you with oodles of time to do other, much more awesome things. Like figure out how long it would take a group of snails to make the shape of one very big snail. Or, how many layers of bubble wrap it would take so you can roll down a hill without feeling even the smallest bump. That kind of thing.

BPAY launched the world's biggest most awesome waste of time at university campuses all around Australia during O-Week 2010, kicking off with a video exemplifying just that. Have you had a chance to see 'LED snails'? Or the just-been-released 'bubble-wrap man'? If not, you can watch it for yourself on this oh-so-cleverly wrapped memory stick.

To waste some good quality time (of course), view the videos and submit your creative ideas for what awesome time-wasting means to you, visit www.awesometimewasting.com.au. It's worth it, believe us. The big prize is a MacBook Pro and 32GB iPod Touch*.

Is there really any better way to waste time?

- Ends -

**competition closes on 25 April 2010*

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