

TORONTO, ON, September 24, 2013 /24-7PressRelease/ -- Contiki Holidays (www.contiki.com) is all about storytelling -- connecting young travellers to the time of their lives and letting them share the epic experiences they pick up along the way. For the past two years, the original youth travel brand has done just that, sending some of the most prolific YouTubers on trips around the world, allowing them to create unscripted content that inspires millennials to set off on their own adventure. To show their continued support for the vlogging community, **Contiki has now just signed on as the Official Travel Sponsor for the inaugural year of Buffer Festival**, a 3-day event that celebrates the best creative work from YouTubers around the world.

The festival, which runs from November 8th-10th in Toronto, is the **first of its kind and will showcase original video content from some of the most popular creative talent on YouTube**. Founded by Canadian vlogger Corey Vidal, President of ApprenticeA Productions, Buffer Festival is expected to draw thousands of fans from around the world to take part in this innovative event and meet some of their favourite Canadian and international vloggers like Charles and Alli Trippy of CTFxC, Jack Douglas of JacksFilms, Jeana and Jesse of Prank vs. Prank and Contiki ambassador Nadine Sykora of Hey Nadine. As part of their sponsorship, Contiki will be providing flights and accommodations for all of the featured guests of the festival, have an appropriately themed 'travel' theatre, and will also be hosting the official media lounge for vloggers to kick-back in and conduct interviews.

"Our partnership with Corey Vidal and Toronto's new Buffer Festival is a long-term, continued investment in the YouTube community and in supporting the dynamic travel voice of the Contiki Holidays demographic," said Brad Ford, President of Contiki Canada. "With viewers consuming 6 billion hours of YouTube videos monthly, the vloggers travel, engage, inspire, empower, entertain and educate -- perfectly aligned to the Contiki Holidays Canadian traveller aspirations."

This long-term investment has been developed over the past few years, with Contiki's most recent campaigns featuring partnerships with Canadian YouTubers like Corey and his Apprentice A team, Much Music alum Tim Deegan, Nadine Sykora and the SundayFundayz crew. Last fall, they also took 13 of the world's most popular YouTubers on a Contiki trip throughout Europe, providing an opportunity for creative collaboration amongst the vloggers and organizing meetups for fans in major cities like London and Paris.

"Buffer Festival is a rare opportunity for YouTube videomakers to feature their work and engage with their fans in a theatrical setting," said Corey Vidal, Buffer Festival founder and president of ApprenticeA Productions. "Contiki Holidays is the brand leader in youth travel, and a perfect fit

Contiki Continues Support of YouTube Community as Platinum Sponsor of Buffer Festival

Written by Australian Business

for Buffer Festival. Contiki has been innovative in their approach to working with YouTube travelers to present personal adventure experiences in an unscripted way online."

For more information about Contiki's involvement with Buffer Festival, **please get in touch with Lauren McPhillips** at the contact info below.

About Contiki Holidays: Contiki Holidays has inspired students and young professionals (18 - 35 year olds) to travel to the world's most fantastic destinations for 50 years. The trips are hassle-free and include the perfect mix of sightseeing, culture and free time. Choose from itineraries throughout Europe, Russia, Egypt, Southeast Asia, Australia, New Zealand, South America, Mexico, Canada & the USA. For more information, visit www.contiki.com

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