

Media Alert

**\*\*\*MEDIA ALERT\*\*\***

**DYNAMO brings his magic to Sydney**

On Thursday 18 July, Dynamo will visit Australia for the first time, performing in Martin Place to encourage Australians to make better use of their disappearing lunch break.

[Research by ING DIRECT](http://ingdirect.wieck.com/releases/the-australian-lunch-break-disappearing) has found the Australian lunch break is disappearing, with work demands, social media and personal admin eating into the traditional one hour lunch break.

The show kicks off a series of free lunchtime events hosted by ING DIRECT.

**WHAT:** Dynamo performing in Sydney’s Martin Placefor ING DIRECT’s

‘Spend Your Lunch Well’ campaign

**DATE:** Thursday 18 July

**TIME:** Available for interviews /close up magic from 10:30am – 11:30am

Performing on stage from 12:15 – 12:30pm

**LOCATION:** Martin Place,Between Pitt & Castlereagh Sts

**CONTACT:** David Breen, 0412 933 060

Caroline Thomas, 0413 317 225

**-ENDS-**

See Dynamo in action [here.](http://www.youtube.com/watch?v=oqIDNgtxzI0)

[Click here](http://www.ingdirect.com.au/lunch) for a full list of Spend Your Lunch Well events.

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**About ING DIRECT**

ING DIRECT pioneered branchless banking in Australia by offering the first online, high interest, fee free savings account. Our low cost operating model allows us to pass these savings on to the customer in the form of great value products and services. Today, ING DIRECT has more than 1.4 million customers with $29 billion in deposits and $38 billion in mortgages and a range of products including transaction accounts and superannuation. **Please note ING DIRECT is never abbreviated to ING.**