

**MEDIA RELEASE**  
**TUESDAY 8 MAY 2018**

**AJ HACKETT BUNGY NEW ZEALAND CALLS FOR PEOPLE TO LIVE MORE FEAR LESS**

Bungy pioneer Henry van Asch kicked off his company's 30<sup>th</sup> year campaign, and New Zealand's biggest tourism event, this morning in the best way he knows – with a daring heli Bungy jump above Dunedin Harbour.

As the tourism industry's international tradeshow TRENZ began in the Edgar Centre, AJ Hackett Bungy New Zealand co-founder Henry van Asch leapt 150 metres from a helicopter hovering above, in celebration of the company's new Live More Fear Less campaign.

Mr van Asch says the heli Bungy launches what will be a milestone year for the iconic adventure tourism business.

"This year we turn 30 and we wanted to do something that acknowledges our place at the cutting edge of tourism globally, even after three decades. Live More Fear Less will resonate not only with the people taking on our experiences but in the challenges of everyday life."

The new campaign features an inspiring two-minute film that tells the real life stories of customers as they overcome their fears to take on the challenge of a Bungy jump. The company's brand has also had a refresh.

Henry van Asch and AJ Hackett took Bungy jumping to the world when they launched the first commercial Bungy jumping operation at the Kawarau Bridge in Queenstown in 1988. Since then, the company has added other challenges, including ziprides, giant swings, ledge jumps, bridge climbs and a walk around Auckland's Sky Tower ring.

Later this year AJ Hackett Bungy New Zealand will reveal another world first when it launches a never-before-seen experience (working title the Nevis Thriller) at the Nevis Valley in Queenstown.

ENDS

Attached: [Link to Live More Fear Less short film](#)

Attached: [Video news release – an interview with Henry van Asch](#)

Footage from today's Heli Bungy is available on request.

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