



PRESS RELEASE – for immediate release

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## **TYDE LEVI JOINS FORCES WITH STUDENT EDGE TO PROMOTE THE NEW STUDENT EDGE APP**

Rising YouTube star Tyde Levi ([youtube.com/tydelevi](http://youtube.com/tydelevi)) has teamed up with Student Edge for a promotional video about the new Student Edge App, which allows its members to browse, filter, sort and locate great deals in their vicinity.

The App also lets users save their favourite deals for later, allowing them to redeem it in-store, even without an internet connection.

The Student Edge App is an extension of the ever-popular Student Edge card, providing members with exclusive deals at hundreds of stores across Australia, such as Dominos, Sumo Salad, City Beach, Hoyts Cinema and more.

Joss Gray, General Manager of Product at Student Edge says, “Our members are the heartbeat of our organisation, and their feedback is what helps us shape our products and services. The launch of the Student Edge App is just the first step in our digital first strategy, ensuring we continually evolve to meet the emerging needs of Australia’s youth. “

He adds, “As the voice of youth, we’re incredibly proud to have Tyde Levi as an advocate for Student Edge and the opportunity to collaborate with him on the launch of our App has been amazing.”

This video marks the start of a series of collaborations between Student Edge and Tyde Levi, whose remarkable rise as a vlogger on YouTube began just under 10 months ago.

Tyde says “I’m excited to work with Student Edge, because it helps people around my age with the challenges of being a student. Student Edge has got me so many awesome deals and I feel this is my way to help the organisation which does so much for students. The App is awesome and I can’t wait for everyone to try it.”

Watch the video here - [http://youtu.be/BU33\\_D4nwqk](http://youtu.be/BU33_D4nwqk).

The Student Edge App is available now and is free to download from the iTunes and Google Play stores, or go to <http://studentedge.com.au/app>.

For more information, contact Student Edge at [support@studentedge.com.au](mailto:support@studentedge.com.au).

## **ABOUT STUDENT EDGE**

Founded in 2003, Student Edge is Australia's largest member-based organisation of high school and tertiary students with over 640,000 registered members nationwide. Student Edge recognises the challenges faced by today's youth and aims to empower and support students to make great life choices. We believe in harnessing the power of the student community to support each other and give our Youth an Advantage.

## **ABOUT TYDE LEVI**

At just 14 years old, Tyde Levi (@tydelevi) is from Perth, Western Australia and is fast becoming a force to be reckoned with on the social media scene. In addition to his massive 270,000-strong YouTube following, Tyde has amassed over 68,000 followers on Twitter and 150,000 followers on Instagram. Tyde loves making weekly videos on his channel and putting out content that people enjoy.