

PANDORA ME CHARM ACADEMY

MILLIE BOBBY BROWN IS COMING TO [INSERT LOCAL LOCATION]
- AND HERE'S HOW YOU CAN HEAR HER STORT



It's official: 2019 is the year to celebrate 'team you'. Enter the Pandora Me Charm Academy. Set to ignite a spark, a blaze, the fire within, the Charm Academy invites all open hearts, minds and souls to unite to share personal stories of strength, creativity and diversity. Vibing off the collective energy, you'll leave feeling empowered. Make your own rules, create your own path, and learn to love what makes you, you.

Taking place on [insert date] at [insert location], the Pandora Me Charm Academy features none other than Millie Bobby Brown, the face of the new Pandora Me collection. As an award-winning actor, UNICEF Goodwill Ambassador, and early fashion icon, Millie will get real about her journey to stardom and speak about her own experiences on realising the sky's the limit when you embrace your uniqueness.

Millie Bobby Brown comments: "No one is you and

that is your power. It's about time we celebrated who we are. That's what the Pandora Me Charm Academy is all about. I believe embracing and celebrating our differences is what makes us unstoppable. Who's joining me?"

On your visit, check out the new Pandora Me collection, including Pandora's brand-new sterling silver micro dangle charms, bracelets and single stud earrings, enabling a new generation to create empowering jewellery looks based on the stories that make them who they are.

Speaking on the academy, Pandora's Chief Creative and Brand Officer Stephen Fairchild, adds: "Every person deserves to feel unashamedly confident in who they are. Who better to spread that message than the incredible Millie Bobby Brown? At our Pandora Me Charm Academy, we want young people to explore ideas around self-belief as we show the possibilities available when you embrace your

individuality."

So what are you waiting for? Expect bold conversations from the most daring changemakers, incredible music and [insert local market specific activations e.g. temporary tattoo bar, vending machines, popcorn cart etc.].

Want to get in on the action? For tickets and event updates, visit pandora.net/ PandoraMeCharmAcademy and follow @TheOfficialPandora on Facebook and Instagram. Join the conversation yourself by using #PandoraMe

For more information, please contact:
[insert local PR contact details]

#PandoraMe

ABOUT PANDORA

Pandora designs, manufactures and markets hand-finished and contemporary jewellery made from high-quality materials at affordable prices. Pandora jewellery is sold in more than 100 countries on six continents through more than 7,500 points of sale, including more than 2,700 concept stores. Founded in 1982 and headquartered in Copenhagen, Denmark, Pandora employs more than 28,000 people worldwide of whom more than 13,000 are located in Thailand, where the Company manufactures its jewellery. Pandora is publicly listed on the Nasdaq Copenhagen stock exchange in Denmark. In 2018, Pandora's total revenue was DKK 22.8 billion (approximately EUR 3.1 billion).

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