



MEDIA RELEASE

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Muval Announces First Moving Ambassador in Time for Australia's Moving Season

National online removalist booking platform Muval has announced that former Masterchef contestant, Ch 7 presenter and one of Australia's most experienced movers, Alana Lowes, will be Australia's first official moving ambassador.

The Brisbane mum-of-two has taken on the role just in time for 'moving season', which takes place between October and March when the majority (around 1.5 million) of Australians move.

As Australia's first moving ambassador and Muval's moving guru, Alana will be the face of moving in Australia at a time when millions of people are packing up and relocating to new towns, cities, regions and states in search of more affordable housing and a better lifestyle.

"Starting at the age of eight when my family moved around the corner in Mildura with a trailer behind the car, to a big move into the big smoke, before moving back to my hometown, across to Canberra for university and then interstate with my husband to Brisbane, out for a renovation, and back in again - I have done a lot of moving in my life," Alana said.

"I'm looking forward to sharing lots of tips and tricks to make moving smoother and simpler for the 2.5 million Aussies who move every year, especially those packing up and relocating for work, school, or a better life during the busy 'moving season'. I know how hard moving can be when you don't have the right help, so I'll be sharing some hacks to take the stress out of moving, save money when moving, move more sustainably, even how to move in the rain, as well as what to do (and what not to do) to make moving a more enjoyable experience."

Muval CEO James Morrell said he was thrilled to have Alana join the team.

"While Alana might be best known for her stint on Masterchef, it turns out she's just as handy at moving as cooking. Alana's valuable expertise is just what our customers need to help them navigate their next move. Having an in-house moving guru with a lifetime of moving experience is the perfect addition to Muval, which assists with all aspects of the moving cycle from packing boxes and trusted removalists at one end, to making sure the power and wifi is connected at the other," James said.

More from Muval's moving guru Alana Lowes, including the ultimate moving guide, can be found on Muval's [Youtube](#) or at muval.com.au

About Muval

Like the booking.com of the removalist industry, Muval is a free platform that helps people find the best local and interstate removalists in Australia, compare prices and book online. muval.com.au is one of the top ranked moving house platforms in Australia and provides an important service for those looking to save time and money when moving house. As people typically enquire about removalists up to 30 days before they move, Muval data, which is based on online searches for removalists, is a proven early indicator of moving trends in Australia, with the University of Queensland recognising the platform as a reliable source for migration forecasts. In 2022, Muval was named in Deloitte's Tech Fast 50 and AFR's Fast 100 list for the second year in a row, as well as Smart Company's Smart50.

Media contact: Christine Allen christine@coastalcomms.com.au 0405 020 288