



## **Bustle Announces Inaugural Rule Breakers Event with Headliner Janelle Monáe**

*Flavorpill Media to produce the immersive experience that will partner with top brands and talent to celebrate women who have shaped today's culture*

**(New York):** Bustle Digital Group, the premier digital destination for millennial women, announces the launch of their inaugural **Rule Breakers** event taking place in New York City on September 22 at Lefrak Center at Lakeside in Prospect Park.

Rule Breakers is a day-long, immersive experience celebrating music, culture, fashion, and lifestyle, that will open the door for thousands of attendees to explore the pages of Bustle IRL. Produced by Flavorpill, guests will have unprecedented access to exclusively crafted experiences in partnership with top global brands, from group meditation, to retro roller skating, rotating food vendors, a '90s nostalgia party, and more. Guests will also have an intimate view of live musical performances throughout the day featuring all female leads including GRAMMY-nominated music duo **Sofi Tukker**, DJ **Samantha Ronson**, DJ, Director and Designer **Va\$htie** and headlined by GRAMMY-nominated singer-songwriter, **Janelle Monáe**, who will be sharing top hits from her latest album *DIRTY COMPUTER*.

*"Consumers today are seeking more than the traditional brand experience or one-note event,"* said Jason Wagenheim, Chief Revenue Officer at Bustle Digital Group. *"For Rule Breakers, we have identified key partnerships with brands that align with our Bustle readers and the things they care most about. Rule Breakers gives brands, and Bustle, the opportunity to reach an audience that covet and value first-hand conversations and immersive experiences, leaving a lasting impression."*

Rule Breakers will launch with a multi-platform social campaign leading up to a dedicated digital issue in August, where Bustle editors will reveal the Rule Breakers 2018 list featuring cover star Janelle Monáe, showcasing women and non-binary individuals from all backgrounds, lifestyles, identities, and fields, who are defying expectations, traditions and the status quo.

*"At Bustle, we have always celebrated women who have broken boundaries to achieve amazing things, but Rule Breakers gives us a chance to celebrate them in real life,"* said Bustle Digital Group Editor-in-Chief Kate Ward. *"We are not only excited for readers to learn about our Rule Breakers in our August digital issue, but also to meet up with members of the Bustle community for an unforgettable and inspiring event."*

Bustle's Rule Breakers is presented alongside top supporting brands including HP Inc., 1850 by Folgers, Fossil, Visa, Sony Pictures' film *The Girl in the Spider's Web* and more. More guests, performers, sponsors, and exhibitors will be announced in the coming months.

For more information about tickets, please see [here](#).

Stay in the know by following on social [@Bustle](#) and [#RuleBreakers2018](#)

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**About Bustle**

Bustle is the premier digital destination for young women, reaching an audience of 50 million unique readers a month. Since launching in 2013, Bustle has been creating relatable and impactful dialogue through content from a diverse set of voices. Covering politics, sex and relationships, fashion, beauty, entertainment, and more, Bustle empowers women to be curious, to be themselves, and to be excited about owning their place in the world. Bustle is a part of Bustle Digital Group, publisher of top women's destinations Elite Daily, Romper, and The Zoe Report. [www.Bustle.com](http://www.Bustle.com)

**About Rule Breakers**

Rule Breakers is an immersive, cultural experience celebrating women and non-binary individuals defying the status quo. The day-long event, presented by Bustle, features performances from the world's top female artists alongside highly-curated experiences from global brands and creatives. Rule Breakers is put on by Bustle Digital Group, the premiere publisher of top women's destinations Bustle, Elite Daily, Romper, and The Zoe Report.