

## Betty Who Joins Bustle's 2019 Rule Breakers Festival Lineup

*The Second Annual Festival Will Feature 14 Brand Activations*

**NEW YORK CITY, September 10, 2019** —*Bustle*, the leading digital destination for young women, today announced that Australian singer and songwriter **Betty Who** will join its 2019 [Rule Breakers](#) festival lineup, taking place on Saturday, September 21, at The LeFrak Center at Lakeside, Prospect Park, Brooklyn. Betty Who joins the robust lineup already including breakout performer, **Lizzo**, who will headline the event alongside rock singer-songwriter **Jesse Jo Stark**, and Moroccan-born, New York-based pop singer **ABIR**. Festival-goers will also have the opportunity to see and hear from some of [this year's Rule Breakers](#) including **Busy Philipps**, **Stacey Abrams**, **Katelyn Ohashi**, and **Valorie Kondos Field**, as well as from special guests.

Attendees will also have unprecedented access to exclusive interactive experiences by some of their favorite brands including:

- *Own Your Power* Yoga with Y7 by Athleta
- Batboats courtesy by The CW's *Batwoman*
- Cocktails and a photo booth by The CW's *Nancy Drew* Lounge
- Flower crown making by Disney's *Maleficent: Mistress of Evil*
- Glittery festival-ready eye, lip, and face makeovers in the *e.l.f. the Rules! Glitter Lounge* by e.l.f. Cosmetics'
- Phone charging and cocktails by The Fossil Gen 5 Lounge
- Roller disco by Michael Kors
- Spoken word performance by Aija Mayrock in the Plan B One-Step® Listening Lounge
- Fruity fizzy cocktails, nail art, and IG-worthy moments at the RITAS Oasis
- Misting and a refreshing spritz in the St. Ives Misting Station
- Celebrating financial milestones at the VISA Money Milestone Party
- Instagram moment in the entryway tunnel by the WNBA
- SMARTFOOD® Popcorn treats
- The first 1,000 guests will receive a complimentary gift bag with inclusions from Audible

“We work closely with all of our sponsors to create activations that reflect their brand and create the ultimate experience for each of our attendees,” said Jason Wagenheim, Chief Revenue Officer, BDG. “We have doubled the amount of brands joining us this year and transforming an area of Prospect Park into an immersive cultural moment for our audience.”

A limited number of tickets are back on sale for \$55. For more info and to buy tickets, click [here](#).