

MEDIA PITCH



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20-YEAR-OLD CHALLENGER TAKES ON POLITICAL HEAVYWEIGHTS IN WENTWORTH

At just 20 years old, Michael Richmond from Bondi Junction is mounting a bold and unconventional campaign for the federal seat of Wentworth, taking on well-funded political veterans like Allegra Spender and Ro Knox.

Running on a shoestring budget, Michael is proving that grassroots democracy is alive and well, driven by a passion to give young Australians a voice in Canberra.

Michael's decision to enter politics was sparked by his work as a presenter in schools, where he witnessed first-hand how students are trapped in a cycle of doom scrolling, prioritizing social media over real-life engagement. Instead of accepting this troubling trend, he chose to take action—launching a movement that challenges the status quo.

His campaign is fuelled by innovation and determination, raising funds through selling t-shirts, developing a shopping app, and balancing multiple jobs, all while advocating for a future where young people are empowered, not distracted. This David vs. Goliath battle in Wentworth is shaping up to be one of the most unexpected and inspiring political stories of the upcoming election.

Michael is available for interviews and media opportunities.

📞 To schedule an interview or learn more, visit michaelrichmond.com.au

