



Porsche Virtual Run makes children's dreams come true

05/10/2021 From 17 September to 3 October Porsche employees in Australia took part in the first Porsche Virtual Run. We're proud to announce that Team Australia ran a total of 4,064km, which is more than the entire distance from Porsche Centre Perth to Porsche Centre Sydney South.

Porsche AG offered a prize of 50 cents for every kilometre run. However, in view of people's great willingness to run and the large number of wishes, the company decided to up the donation amount to three euros per kilometre, raising EUR 200,000 in total, with additional support on top from Porsche Cars Australia to Make A Wish Australia.

Big thanks to all employees who participated to help make us one of the most 'active' markets globally in the Porsche Virtual Run for 2021.

Globally more than 2,300 Porsche employees ran a total of 67,560km.

In 2021, the Porsche Virtual Run replaced the traditional six-hour run at the company's headquarters in

Zuffenhausen, Stuttgart, which was unable to take place due to coronavirus restrictions. The new format allowed Porsche locations worldwide to come together for this vital cause, adding weight to Porsche's brand purpose "Driven by dreams".

The aim is to enable the international Make-A-Wish Foundation to fulfil the dreams of as many seriously ill children, teenagers and young adults as possible. In just a few days, the first of them will experience their own personal and special moment of happiness.

A James Bond adventure day, a house on stilts with a slide for the garden or a winter weekend with a friend – the young people's wishes are as varied as the illnesses they and their families have to deal with in everyday life. What they all have in common is the will not to let the difficult circumstances of their lives get them down. With the fulfilment of their most desired wishes comes the hope that this positive experience will mobilise unimagined strength in the fight against the disease.

"We are a sporty company and social commitment is one of our core values. With the Virtual Run, we wanted to cover as many metres as possible for young people who are not doing so well in life. We succeeded, and very impressively too," says Oliver Blume, Chairman of the Executive Board of Porsche. "Whether in Taiwan, Switzerland or Australia – in more than 35 countries, our colleagues have drawn motivation from the numerous wishes. Many have gone the famous extra mile. True sportsmanship in the spirit of social responsibility."

The Make-A-Wish-Foundation

The Make-A-Wish-Foundation was set up in 1983 in Phoenix, Arizona. It was here, thanks to a private parents' initiative, that the first wish was fulfilled for Chris, who was suffering from leukaemia: his grandma sewed a uniform, a police officer friend donated badges and Chris was allowed to accompany the police chief of the precinct on his patrol for a day. In 1993, the Make-A-Wish International Foundation was established.

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