



Porsche Wish Workshop

31/10/2024 The Porsche Cars Australia (PCA) team recently teamed up with Make-A-Wish Australia to help grant a special request.

Last month, Porsche Cars Australia's newly refurbished Melbourne headquarters hosted a Wish Workshop, coordinated by Make-A-Wish Australia, the children's charity that grants life-changing wishes to children with critical illnesses.

The Wish Workshop was part of PCA's October Campus Day and immersed Porsche team members in a series of interactive activities that shared how Make-A-Wish Australia creates unique wish journeys for children. This illustrated the importance of its work and allowed the Porsche team to see the impact of their support.

Central to this October event was showcasing a special wish for a five-year-old boy, whose wish for a pirate adventure inspired the Porsche team's creativity and showed how the work of Make-A-Wish makes a profound difference in people's lives.

"The Wish Workshop showed us how a wish journey is created," said Daniel Schmollinger, CEO and

Managing Director of Porsche Cars Australia, "Make-A-Wish Australia carefully plans and delivers each of its Wish Journeys to create lasting, positive and life-changing impacts for children, their families and their communities. Our team is privileged to support their valuable work, and I encourage everyone to get in touch with Make-A-Wish to discover how they can contribute."

Helping to make kids' wishes come true

Porsche Cars Australia's involvement with Make-A-Wish Australia has focused on boosting awareness of their important work and raising much-needed funds. Porsche Cars Australia's activities have included the auction of artist Werner Bronkhorst's unique painting 'Buckle Up, Buttercup' during this year's Formula 1[®] Rolex Australian Grand Prix, and the Porsche Virtual Run in 2021, which saw Porsche Cars Australia team members raise funds by collectively running a total of 4,064 kilometres.

About Make-A-Wish Australia

Make-A-Wish is one of Australia's most trusted charities and is part of the world's largest wish-granting organisation. It exists to bring the local community together to grant life-changing wishes for children and teens with critical illnesses. Since 1985 it has delivered more than 11,000 inspirational wishes to children across the country. From the humble to the seemingly impossible – the Wish Force has made unicorns fly, sent kids to the moon and even brought dinosaurs back from extinction. Make-A-Wish Australia led the world in adopting the Wish Journey, a carefully curated program which focuses on wish capture and design, building anticipation for each child ahead of their wish being realised. In 2024, Make-A-Wish Australia was proud to place in YouGov Australia's Top 10 Charity Rankings.

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