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**MUFFIN BREAK AND WAKAKIRRI ANNOUNCE PARTNERSHIP**

Muffin Break and Wakakirri are proud to announce they are joining forces. Muffin Break are sponsoring Wakakirri as a Major Partner as of May 2018, supporting Wakakirri's mission to bring the benefits of performing arts and storytelling to every school in Australia.

As part of the partnership, Muffin Break have committed to sponsor disadvantaged schools to create their own Story Dance productions to perform at the national Wakakirri Story Dance Challenge.

A community driven mission, the partnership will unite Muffin Break's 210 stores with the 250 schools that participate annually in Wakakirri.

Established in 1992, the Wakakirri Story Dance Challenge is Australia's largest performing arts program for schools, involving over 20,000 students across every State and Territory each year.

Schools across Australia create Wakakirri productions that reflect their students' thoughts, ideas and aspirations. These stories are performed in professional theatres in front of the official 'Wakakirri Panel' who are searching for 'Story of the Year'. Over 1 million people watch Wakakirri performances each year.

"Partnering with Wakakirri has presented us at Muffin Break, an opportunity to give back and support regional communities, offering Aussie kids the chance to do what they love most," said Muffin Break's General Manager Natalie Brennan.

Wakakirri Founder and Festival Director Adam Loxley announced the partnership at Wakakirri's Performing Arts Careers Day on May 28th, a free event for secondary school students in Melbourne where Aussie entertainment stars including Michala Banas, Joshua Horner and Alex Papps shared career advice and insights.

"Wakakirri is excited to embark on this new partnership and we are grateful to Muffin Break for recognising the work we have been doing for over 25 years and committing to support us," said Loxley.

At the event Muffin Break kept young brains fired up with free muffins for morning tea (along with coffee vouchers for the awesome teachers) and the Muffin Man himself made a special appearance.

Audiences at Wakakirri shows this year should keep an eye out for the Muffin Man making an appearance on the red carpet and handing out free samples of delicious muffins.

Muffin Break - <https://muffinbreak.com.au/>

Wakakirri - <http://www.wakakirri.com/>

**-ENDS-**

**MEDIA INQUIRIES**

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