Make-A-Wish brings stories of hope to life through Alexa.

Make-A-Wish® Australia has developed a new way for the community to support their mission of granting wishes to children with critical illnesses by using their smart speaker devices.

The new "Make-A- a Wish Voice App allows users to find out about the organisation, the work they do and to hear inspiring stories directly from wish families". Users are able to donate or receive information about the organisation, sign up to a monthly newsletter all through a simple conversation with their device.

Make-A-Wish CEO Sally Bateman said “The Make-A-Wish voice app was developed to bring our supporters closer to the wishes they make happen. We’re delighted to be able to connect with them in such an innovative and convenient way.”

Right now, due to the impacts of COVID-19, Make-A-Wish Australia has more than 800 seriously ill children patiently counting down the days until their wish is possible. “With no government funding, Make-A-Wish relies on the incredible generosity and support from the community to help make these wishes happen,” revealed Ms Bateman.

“We hope by sharing these incredible stories from our children and families, we can create awareness about Make-A-Wish, and most importantly show the wide-ranging impact these wishes have in the community.

The Make-A-Wish voice app was developed in partnership with Australian conversational AI experts, TalkVia and in collaboration with Amazon Alexa Australia. TalkVia’s Head of Innovation Guy Munro said “TalkVia’s roots are in accessibility and being able to help children and families in such a challenging time is something we are immensely passionate about. Our whole team has helped shape this project and we’re thrilled to bring this to life with the Make-A-Wish and Alexa teams”.

Wishes can range from a new cubby house to welcoming a puppy or capturing a family’s special trip to the snow, every wish is as unique as the child who imagines it. Each child goes on a carefully crafted journey, designed to increase resilience through positivity and hope. The voice app can also be accessed through Google Assistant enabled devices like Google Home and Google Nest. To find out more visit makeawish.org.au.

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**About Make-A-Wish Australia**

Make-A-Wish Australia is part of the world’s largest wish-granting organisation and brings the local community together to grant the life-changing wishes of children with critical illnesses. Since 1985 it has delivered more than 10,000 unforgettable wishes to children around the country. From the incredibly humble to the seemingly impossible – the Wish Force has made unicorns fly, sent kids to the moon and even brought dinosaurs back from extinction. Over the past five years, Make-A-Wish Australia has led the world in the adoption of the Wish Journey, a carefully curated program which focuses on wish capture and design, building anticipation for each child ahead of their one true wish being realised. In December 2020, Make-A-Wish was incredibly proud to again place among Australia's most reputable charities.