



## NEWCASTLE PERMANENT GIVES FAMILIES A WIGGLY GOOD GIFT THIS CHRISTMAS

Newcastle Permanent and The Wiggles are spreading cheer this festive and summer season, creating an augmented reality at-home exclusive Wiggly concert experience that customers, communities and employees can enjoy right in their own lounge rooms.

“So many little and big kids alike love summer, Christmas and The Wiggles, so at Newcastle Permanent we thought we’d bring them together to give our customers and local communities something special and fun to experience at the end of a really challenging year,” said Newcastle Permanent CEO Bernadette Inglis.

From 9am today, anyone with access to a compatible smart phone or tablet will be able to download the exclusive Newcastle Permanent at-home Wiggles interactive concert experience at [www.newcastlepermanent.com.au/wiggles](http://www.newcastlepermanent.com.au/wiggles)

“We’ve been working with some smart cookies to create a special augmented reality experience that, with a little bit of magic from your smart phone or tablet, will allow Wiggles fans of all ages to dance and sing along beside us to some of their favourite Wiggly songs, right from their lounge room,” said Red Wiggle Simon.

The experience includes six of The Wiggles best known songs including *Hot Potato*, *Rock-a-Bye Your Bear* and *Say the Dance, Do the Dance*.

“We’ve also added some of our favourite Christmas songs – *Go Santa Go* and *A Christmas Story* - to our interactive Wiggly performance at your place thanks to our friends at Newcastle Permanent,” said Red Wiggle Simon.

The experience will be free and available from the Newcastle Permanent website and our Facebook and Instagram pages today.

“All you have to do is grab your device, find the link, click to enter, follow the prompts, pick a song, position your kids or self alongside The Wiggles and press play. The experience will even record your performance which you can then save and share with your family and friends via email or on your social media,” said James Cudmore, Newcastle Permanent Chief Customer & Product Officer.

“Our people had an exclusive sneak peek at the experience ahead of public release today and have loved welcoming The Wiggles into their family lounge room, and even into our offices and branches.

They've had lots of fun with their kids, and their colleagues, showing off their perfect hot potato, cold spaghetti and mashed banana dancing skills and being the newest Wiggle alongside Emma, Simon, Lachy and Anthony," said CEO Bernadette Inglis.

"This partnership with The Wiggles is our 2020 Christmas gift. It's a really great way for us to say thank you to our committed people, our customers and our local communities through a fun, interactive and positive experience that brings people together in a safe way," she continued.

Families are encouraged to share their performances to their social media, tagging Newcastle Permanent so we and The Wiggles can see them in action enjoying this exclusive gift experience.

"We'd love for you to perform with us. You can even record your video and share it with your friends and family this holidays," said Blue Wiggle Anthony.

"It's so intuitive and easy to use. My sons are toddlers and they absolutely love it. We'd love to see everyone's best hot potato, cold spaghetti, lullabies and festive dancing as they become the newest Wiggly performer alongside Emma, Simon, Lachy and Anthony," said James Cudmore.

To upload your video alongside The Wiggles, simply follow the prompts after recording your performance and tag @NewcastlePermanent wherever you share it.

"We're giving this to our community as a special present from Newcastle Permanent, so to see people smiling and having fun while enjoying this experience would be the most wonderful return Christmas gift from the local community back to us," said Ms Inglis.

Newcastle Permanent's interactive at-home Wiggles concert experience will be available to customers and the general public from 9am on Monday and throughout summer.

"We couldn't be more excited to come on board with Newcastle Permanent to share some joy with families who this year can't enjoy many Christmas and summer musical performances they'd usually attend," said Blue Wiggle Anthony.

To find out more visit [www.newcastlepermanent.com.au/wiggles](http://www.newcastlepermanent.com.au/wiggles) or our social pages on Instagram and Facebook.

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