

MEDIA RELEASE
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NAB partners with WASO in 2018



WASO's Principal Trumpet Brent Grapes will now be supported by NAB.

The West Australian Symphony Orchestra (WASO) is proud to announce two new partnerships in its 90th anniversary year.

WASO have secured a partnership with major financial institution, **NAB**, and another with marketing and business consultancy, **Roobix**. The new alliances will support the continued provision of a world-class professional orchestra for the people of Western Australia.

"We are extremely pleased to establish a partnership with Australia's largest business bank, NAB, and we are also proud to welcome Roobix to the fold, a young and dynamic marketing firm", said Craig Whitehead, WASO's Chief Executive. *"A vibrant arts scene is critical for a thriving community, and we are grateful to have a strong network of business allies who recognise this."*

NAB will be aligned with the position of Principal Trumpet held by Brent Grapes. This partnership will support NAB's business banking objectives with opportunities to connect with clients, customers and the community, offer employee engagement opportunities, and will reflect NAB's brand values.

"I'm proud to be associated with NAB in this exciting year for the orchestra. Their support illustrates they value the ability of the arts to make a positive impact on the community", said Brent Grapes, WASO's Principal Trumpet.

WASO has also confirmed a new partnership with Perth-based marketing agency, Roobix. Through access to Event Management software, Evnto, and the provision of in-kind services Roobix will support WASO's pursuit of sustainability to achieve its mission to *touch souls and enrich lives through music*.

"WASO makes an outstanding contribution to West Australian culture and arts", said Melissa Strutt, CEO of Roobix. "As a not-for-profit, sponsorships make up a key revenue stream for WASO and we're delighted to assist them in growing their partnership program."

WASO is Western Australia's largest performing arts organisation and is renowned for dynamic performances under the baton of Principal Conductor Asher Fisch. In 2018, WASO celebrates 90 years of music-making for the people of Western Australia.

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