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N E W S R E L E A S E

The First World Wish DaySM on 29 April Launches Across New Digital Platform

Location (Phoenix, AZ, March 24, 2010) —

The Make-A-Wish Foundation® has today launched a new digital platform worldwishday.org to support the first ever World Wish DaySM on 29 April 2010. The new interactive experience will give visitors from all around the world the opportunity to donate by tossing a “coin” into a virtual fountain and see wishes around the world.

In honor of this global celebration of wish granting, every Make-A-Wish® affiliate and chapter around the world will grant and publicly dedicate at least one wish on 29 April to World Wish Day, representing a wish being granted in over 35 countries on this special day.

This inaugural global day of wish granting will also mark the 30th anniversary of the wish that inspired the creation of the Make-A-Wish Foundation, to a boy named Chris, who wished to be a police officer. The day aims to support the organization in its central mission of granting the wishes of children with life-threatening medical conditions to enrich their lives with hope, strength and joy.

The Make-A-Wish Foundation grants the wish of a child with a life-threatening medical condition every 25 minutes. The Foundation is now in over 35 countries around the world and has granted over 240,000 wishes since 1980.

Jon Stettner, President and CEO of Make-A-Wish Foundation International says, “We want to encourage a global movement on World Wish Day and our new digital platform is the first step in making this happen. This interactive experience helps to demonstrate the positive impact that we can have on the lives of children with life-threatening medical conditions. Supporters can donate, refer a child, and spread the word to help us grant as many wishes as possible. Our aim is to bring the promise of tomorrow to these children all around the world and we encourage people to start this journey with us at worldwishday.org.”

You can help the Foundation bring even more joy to children by showing your support of the first World Wish Day and making a donation in the virtual fountain at worldwishday.org.

International Media

All inquiries about international media opportunities should be directed to:

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