

Supporting the Make-A-Wish Foundation's Christmas Campaign

Make-A-Wish Ireland grant wishes to children who are living with life-threatening illnesses bringing, hope, joy and lasting, precious memories to each wish child and their family. A wish provides children with respite from their normal routines of hospitals, doctors and treatment and nurtures a sense of belonging, fostering hope, and leaving an indelible legacy of love in the lives of the special wish children and communities we touch. Since 1992, Make-A-Wish have granted over 3,000 wishes in Ireland.



**Be a star in the sky for
Wish Children this Christmas.**
Donate now and make more wishes like Grace's come true.

 **MITSUBISHI
ELECTRIC**

Grace (17), I wish to be a weather girl.
Pictured with RTE meteorologist, Gerry Murphy.

Make-A-Wish.
IRELAND
Where there's a wish, there's hope

The Make-A-Wish Christmas campaign is an annual campaign that they have been running successfully over the last 6 years. To date the campaign's primary focus is a direct mail piece which goes out to a corporate database, however this year they have expanded their reach to include all previous community-based donors. The purpose of the campaign is to raise a targeted €140k in donations over the Christmas period.

Mitsubishi Electric Ireland have been a long time of Make-A-Wish and this year is no different. We have donated €10,000 to help Make-A-Wish launch this year's 6 week campaign Christmas campaign. As a headline sponsor, we hope to encourage our business, corporations and individual households to support Make-A-Wish by donating through our and Make-A-Wish's website, social media, direct mail and email.

We are always happy to support our long-standing relationship with Make-A-Wish. Ciarán Moody, Branch President at Mitsubishi Electric Europe Irish Branch, said "CSR initiatives have been at the core of our company values and an integral part of our activities. Our journey with Make-A-Wish Ireland started years ago, based on feedback from our employees, who deeply care about this cause".