

Make-A-Wish® Celebrates Season of Wishes®

Written by Josh deBerge

Tuesday, 20 November 2012 09:10

Holiday campaign shares stories of wish kids who chose to give back and ways to help grant more wishes this holiday season

PHOENIX (November 5, 2012) – The holiday season is approaching and at [Make-A-Wish](#), this time of year is known as the

[Season of Wishes](#)

– a time defined by stories of giving and giving back. Stories like that of 11-year-old Jose, who wished to give a playground to his elementary school; of 16-year-old Lauren, who after having her wish granted raised money to grant another girl's wish; and of 7-year-old Jericho, who wished to create a robot that would bring medicine to sick kids in the hospital to make them smile. These stories, and more, of giving and giving back are profiled in a special

[Season of Wishes](#)

section of the Make-A-Wish website.

“During the *Season of Wishes*, we shine a light on the stories of wish kids and others who chose to give to others, or to give back after a wish experience,” said David Williams, president and CEO of Make-A-Wish America. “There are so many opportunities for others to follow in those kids' footsteps this holiday season to help create long-lasting, positive impacts in the lives of children with life-threatening medical conditions, and to help us move ever closer to our vision of granting the wish of every eligible child.”

This year, giving back is easier than ever. The *Season of Wishes* campaign, and associated [holiday sponsor programs](#)

, offer families, neighbors, co-workers and friends simple ways to help grant the heartfelt wishes of children with a life-threatening medical condition. In addition to

[making a donation](#)

this year, other ways to help include:

Write a letter to Santa

Kids and kids-at-heart can help Make-A-Wish grant more life-changing wishes by writing letters to Santa and depositing them in special designated Santa Mail Letterboxes at any Macy's store across the country. As part of their [Believe campaign](#), Macy's will donate \$1, up to \$1 million, to Make-A-Wish for each letter received through December 24.

Make-A-Wish® Celebrates Season of Wishes®

Written by Josh deBerge

Tuesday, 20 November 2012 09:10

Purchase a fragrance at Macy's on Black Friday

On November 23, Macy's will donate \$2 to Make-A-Wish, up to \$100,000 with any Justin Bieber fragrance purchase.

Donate frequent flier miles or other reward points

It takes 2.5 billion miles, or 50,000 round trip airlines tickets, to grant wishes that involve travel each year. This holiday season, help fly wish kids and their families to destinations near and far by [donating your frequent flier miles](#) through the [Wishes in Flight®](#) program. Learn more by visiting wish.org/miles.

Purchase or lease a new Subaru

For every purchase or lease of a new Subaru during the "Share the Love" event, from November 21 to January 2, Subaru will donate \$250 to your choice of five participating charities, including Make-A-Wish.

Shop for products that benefit Make-A-Wish

Holiday shoppers can help change the lives of Make-A-Wish kids by turning purchases into donations. Many retailers will make donations based on certain purchases or give customers the chance to donate at checkout. To learn about sponsors who are supporting Make-A-Wish this holiday season, visit wish.org/supporters/promotions.

Send Make-A-Wish holiday cards or e-cards

Help grant wishes by sending tribute cards and e-cards instead of traditional holiday gifts. Contact ecards@wish.org for more information on printed or e-cards.

Start an online fundraiser

Anyone can create a fundraising page in honor of a special person, occasion or event and invite family, friends, colleagues and others to contribute through the page to help grant wishes. Visit <http://friends.wish.org> to learn how.

For more information on how you can help a child's wish come true, visit wish.org.

#

About Make-A-Wish America

Make-A-Wish® grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. According to a 2011 U.S. study of wish impact, most health professionals surveyed believe a wish-come-true can have positive impacts on the health of children. Kids say wishes give them renewed strength to fight their illnesses, and their parents say these experiences help strengthen the entire family. Based in Phoenix, Make-A-Wish is one of the world's leading children's charities, serving children in every community in the United States and its territories. With the help of generous donors and more than 25,000 volunteers, Make-A-Wish grants a wish somewhere in the country every 38 minutes. It has granted well over 226,000 wishes since its inception in 1980; nearly 14,000 in 2012 alone. Visit Make-A-Wish at wish.org to learn more.