



N E W S R E L E A S E

Make-A-Wish Foundation® of the Mid-South, Inc.

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www.midsouth.wish.org (Chapter website)

FOR IMMEDIATE RELEASE

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MEDIA ADVISORY

WHAT: Make-A-Wish Foundation of the Mid-South partners with Kroger and Schnuck's stores

WHERE: All area Kroger and Schnuck's locations

WHO: Make-A-Wish supporters, grocery shoppers

“Support the Make-A-Wish Foundation of the Mid-South while you shop!”

Need groceries? Want to support the Mid-South Chapter? It's easy to do both at the same time! Purchase groceries using a Schnuck's or Kroger card obtained through the Mid-South Chapter office, and the stores will send a donation to the chapter. The more you shop, the more money to grant wishes! Kroger cards have a \$5 fee, but are loaded with \$5 for your first purchase. To get your card, please contact Ashley Clark at 901-692-9510 or aclark@midsouth.wish.org (TN or MS) or Carissa Godwin at 501-376-9474 or cgodwin@midsouth.wish.org (AR).

The Make-A-Wish Foundation grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. Born in 1980 when a group of caring volunteers helped a young boy fulfill his dream of becoming a police officer, the Foundation is now the largest wish-granting charity in the world, with 66 chapters in the United States and its territories. With the help of generous donors and more than 25,000 volunteers, the Make-A-Wish Foundation grants a wish every 40 minutes and has granted more than 172,000 wishes in the U.S. since inception. For more information on the Make-A-Wish Foundation of the Mid-South, visit www.midsouthwish.org and discover how you can *share the power of a wish*®. If you know a child who could use our help, please call 800-264-9474.

Who we are

The Make-A-Wish Foundation® of the Mid-South grants wishes to children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. The Mid-South Chapter is one of 66 chapters across the United States and is a part of the largest wish granting organization in the world. The Mid-South Chapter was founded in 1986, and has granted more than 3,100 wishes since its inception.

What we do

How We Grant Wishes:

Each wish experience is unique for the child, the family and the Make-A-Wish Foundation. There is a general four-step process by which a child is referred, qualified and granted a wish.

- **The referral:** We rely on medical professionals, parents and children themselves for referrals. Children between the ages of 2 ½ and 18 who have not had a wish granted by another organization are eligible.
- **Medical eligibility:** We rely on the child's acting physician to determine the medical eligibility of the child. The child must have a life-threatening medical condition, for example a progressive, degenerative or malignant condition. There are no other necessary qualifications, including sex, race or socioeconomic status.
- **Finding the child's one true wish:** We send a wish team consisting of two volunteer Wish Granters to meet the wish child and his/her family to identify the child's wish.
- **Creating joy:** Our Wish Granters work hard to create the most magical wish experience that will enrich the lives of not only the child, but everyone involved!

Fast Facts

- The Make-A-Wish Foundation of the Mid-South has granted over 3,100 wishes since its inception, and will grant 275 wishes this year.
- Wish costs vary according to the type of wish, but the average cost of a wish is typically \$7,100. All expenses of a wish are covered by the Foundation giving the wish kid and family a respite from the stress of dealing with a life-threatening medical condition.
- **Seventy-eight cents** of every dollar is allocated to wish-granting! Thanks to cash and in-kind contributions from individuals, corporations, foundations, clubs and service organizations, etc., our fiscal integrity equals more wishes granted.
- Typically, wishes fall into four categories: to go (e.g., Walt Disney World® Resort, trip to Paris); to meet (e.g., a favorite celebrity, athlete); to be (e.g., a rodeo clown, zookeeper); and to have (e.g., computer, playhouse).

The Make-A-Wish mission and message are about the life-affirming, hope-giving aspects of the wish experience. We never use the words "terminal" or "dying" to refer to a wish child, nor do we unduly emphasize a child's illness, medical treatment or death.

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