

N E W S R E L E A S E

Make-A-Wish® Eastern North Carolina Finds Ways to Bring Hope and Joy during Uncertain Times

New social media campaign encourages Make-A-Wish kids amidst wish delays due to COVID-19

FOR IMMEDIATE RELEASE

RALEIGH, NC – Make-A-Wish Eastern North Carolina faces a record number of wishes waiting to be granted as a result of the recent need to postpone all wishes that involve travel due to the public and medical concerns of COVID-19. As 77% of wishes involve travel, 970 wishes nationwide and over 40 wishes through Make-A-Wish Eastern North Carolina were immediately impacted with additional wishes being impacted every day. The challenging circumstances have inspired Make-A-Wish to think creatively about how to bring hope and joy to Make-A-Wish kids during unpredictable and scary times. Friday, March 20, 2020, Make-A-Wish announced “Messages of Hope” to give supporters and the general public alike a fun, easy way to help children with critical illnesses without needing to leave the house.

Make-A-Wish Eastern North Carolina knows that the anticipation of a wish-come-true can be a powerful motivator for wish kids to face and overcome the challenges in their way. Through “Messages of Hope,” Make-A-Wish invites the public to spread hope and anticipation by writing, recording or photographing themselves delivering messages of encouragement for wish kids waiting for wishes impacted by COVID-19. In addition to sharing messages, please consider a donation at <https://eastnc.wish.org/donate> to prepare Make-A-Wish to grant the unprecedented number of pending wishes once normal operations resume. The last step is to post the messages to any social media channel along with the tag Facebook: @eastncwish; Instagram/Twitter: @makeawisheastnc, and the hashtag, #WishesAreWaiting. Two or more friends should also be tagged and challenged because the more messages shared, the greater the impact on wish kids and their families.

The announcement of “Messages of Hope” on Friday March 20, 2020, comes exactly 40 days prior to April 29, 2020, known as World Wish Day. On World Wish Day, Make-A-Wish will mark the 40th anniversary of the wish that inspired the founding of the organization with noteworthy surprises and announcements. Until then, Make-A-Wish will spend the next 40 days highlighting some of the messages received on the official Make-A-Wish social media accounts. The messages will give wish kids and their families hope today so that they can look forward to tomorrow.

“‘Messages of Hope’ calls upon people looking to do something positive and impactful during these uncertain times to bring hope and joy to children and families who need it most,” said Richard K. Davis, Make-A-Wish America president and CEO. “As we approach the 40th anniversary of the founding wish, there’s no denying that we are in the midst of one of the most challenging times in Make-A-Wish history. The time is now for the public to rally in support of wishes because every child deserves a childhood.”

Through “Messages of Hope,” Make-A-Wish Eastern North Carolina aims to build support for the wishes currently on hold due to COVID-19 because wishes can improve a child’s quality of life and produce better health outcomes. More than ever before, wishes need the support of individual and corporate donors to grant the wish of every eligible child. Learn more and help at our website at <https://eastnc.wish.org/content/coronavirus>

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About Make-A-Wish

Make-A-Wish® Eastern North Carolina creates life-changing wishes for children with critical illness. We seek to bring every eligible child's wish to life because every child deserves a childhood. Research shows children who have wishes granted can build the physical and emotional strength they need to fight their illness. We serve all medically eligible children who reside in the 49 counties east of the Orange / Alamance county line. Our chapter operates solely through generous donations of individuals, corporations and foundations. With the help of more than 350 volunteers, including our Board of Directors, Make-A-Wish Eastern North Carolina has granted more than 3,800 wishes since its inception. More information is available on our chapter website at eastnc.wish.org. You can also follow us on [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).

Make-A-Wish, Make-A-Wish Foundation, the Make-A-Wish swirl-and-star logo, When Stars Align, Wishes Need Stars Like You and World Wish Day are marks of Make-A-Wish Foundation of America.