

N E W S R E L E A S E

Make-A-Wish[®] Eastern North Carolina Celebrates World Wish Day on April 29

“Don’t Wait for Hope. Create it.” concept encourages the public to act now to deliver hope to children with critical illnesses.

FOR IMMEDIATE RELEASE (April 28, 2021) – Every year, Make-A-Wish Eastern North Carolina, the organization that grants life-changing wishes for children with critical illnesses in this community, joins Make-A-Wish chapters and international affiliates in celebrating **World Wish Day on April 29**, the anniversary of the wish that inspired the founding of Make-A-Wish in 1980. This year for World Wish Day Make-A-Wish delivers a message of “Don’t Wait for Hope. Create it.”

The inspiration for “Don’t Wait for Hope. Create it.” stems from the fact that wish families have been some of the hardest hit by the pandemic. **Feelings of fear and isolation have become commonplace** for everyone, but they are often felt deepest by the **most vulnerable** members of the population, including **children with critical illnesses**. Now more than ever, wishes can bring *hope, joy and a sense of normalcy* back into the lives of wish kids and their families.

“In these times, hope is essential and Make-A-Wish Eastern North Carolina knows the importance of being able to deliver that hope when it’s needed most,” said Chris Winter, President & CEO of Make-A-Wish Eastern North Carolina. “There are many things this year that have felt out of our control, but creating hope now to grant wishes is something we can all choose to do that can have a life-changing impact on wish kids and their families.”

The wish journey gives children with critical illnesses a piece of their childhood back, and every child deserves a childhood.

World Wish Day Video footage, photos and sample scripts for use in sharing this story available for download at this [DOWNLOAD LINK](#).

For more information or interview opportunities contact:

Jackie Jordan Welker
Sr. Director, Marketing & Communications
Make-A-Wish[®] Eastern North Carolina
919-635-8691 (office); 910-297-3246 (mobile)
jjordan@eastnc.wish.org

###

About Make-A-Wish Eastern North Carolina

Make-A-Wish[®] Eastern North Carolina creates life-changing wishes for children with critical 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 4,000 wishes since its inception in 1986. More information is available on our chapter website at wish.org/eastnc. 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, Wishes Need Stars Like You and World Wish Day are marks of Make-A-Wish Foundation of America.