

Make-A-Wish Foundation® of Minnesota
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www.wishmn.org



FOR IMMEDIATE RELEASE

P R E S S R E L E A S E



**THE MAKE-A-WISH FOUNDATION® OF MINNESOTA MAKES
WISHES COME TRUE THIS HOLIDAY SEASON
FOR 50 CHILDREN BATTLING LIFE-THREATENING ILLNESSES.**

Along with the annual Stories of Light® campaign to grant wishes, the Make-A-Wish Foundation announces the re-launch of its website – www.wishmn.org

(Minneapolis, MN –November 25, 2008) – From November 28th through December 21st, the 7th annual Stories of Light® campaign sponsored by [Cities 97](#) and [United HealthCare](#), will raise funds throughout the Twin Cities making wishes come true for 50 courageous Minnesota children.

In honor of the many children battling life-threatening medical conditions, the public is urged to visit the Make-A-Wish booth, near Santa at [Mall of America's](#) Nickelodeon Universe, where they can view holiday trees displaying the heartfelt wishes of these 50 children and make a donation to help grant their wishes.

Donations in any amount are accepted at the Make-A-Wish booth, online at the newly re-designed www.wishmn.org or by calling 612.767.WISH.

- The first 100 donations of \$250 or more will receive a copy of **the sold-out dual-disc [Cities 97](#) Sampler #20**.
- NEW this year, individuals who contribute \$50 or more, will receive a certificate for FREE "Bread for a Year" courtesy of [Panera Bread](#) - the perfect holiday gift.
- Also NEW, individuals who make a donation of \$10 or more at the Mall of America will receive a holiday [Smart Candle](#) taper, the new flame-less and safe LED candle that flickers like a real candle.
- Individuals or corporations can also "adopt" a child's wish by making a contribution of \$6,000- which is the average cost of a wish. Contact Barb Koch, Director of Development at: bkoch@wishmn.org for more information on adopting a wish.
- Families are encouraged to participate in the **Holiday Wish Ride** on December 13th to help raise funds and grant even more wishes. For information and to register visit: www.wishmn.org

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About the Make-A-Wish Foundation®

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. It is the largest wish-granting charity in the world, with 67 chapters in the United States. Founded in 1982, the Make-A-Wish Foundation® of Minnesota has granted nearly 3,000 wishes to MN children. Make-A-Wish Foundation® of Minnesota has been reviewed by the Charities Review Council and is proud to have met its Accountability Standards. To read the charity report, visit www.SmartGivers.org. For information about the Make-A-Wish Foundation® of Minnesota, please call 612.767.9474 or visit www.wishmn.org.

About Panera Bread

Panera Bread Company owns and franchises 1,200 bakery-cafes under the Panera Bread® and Saint Louis Bread Co.® names as of June 24, 2008. With its identity rooted in handcrafted, fresh-baked, artisan bread, Panera Bread is committed to providing great tasting, quality food that people can trust. Highlighted by antibiotic free chicken, whole grain bread, select organic and all-natural ingredients and a menu with zero grams added trans fat, Panera's bakery-cafe selection offers flavorful, wholesome offerings. The menu includes a wide variety of year-round favorites, complemented by new items introduced seasonally with the goal of creating new standards in everyday food choices. In neighborhoods across the country, guests are enjoying Panera's warm and welcoming environment featuring comfortable gathering areas, relaxing decor, and free internet access provided through a managed WiFi network. At the close of each day, Panera Bread bakery-cafes donate bread and baked goods to community organizations in need. Additional information is available on the Company's website, <http://www.panerabread.com>. Panera also holds a 51% interest in Paradise Bakery & Café, Inc., owner and franchisor of 70 bakery-cafes as of June 24, 2008.

About Smart Candle®

Minnesota-based Smart Candle has produced candles for over 10 years. Today there are 80 million Smart Candles in use, with over 140 available models. Smart Candles are used in 26,000 hotels along with leading clubs and historical sites around the world including: St. Paul's Cathedral in London, Burj Alarab (seven star hotel) Dubai, Eiffel Tower and Carnival Cruise Liners. Smart Candles can be found at various retail locations including Crate and Barrel, Target.com, Walgreens, MoMA (Museum of Modern Art in New York), to name a few. Quality in product and service keeps Smart Candle outshining its competition. Visit www.smartcandle.com to learn more.

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