



NEWS RELEASE

4th December 2008

SANTA TO RAISE MONEY FOR WISH UPON A DREAM

Santa will be making a special visit to the Sure store on Strand Street later this month, to help raise money for Wish Upon A Dream.

On Saturday 13th December 2008, Father Christmas will be in store between 10.30am and 3pm allowing children to have their photographs taken with him in return for a small donation to the charity.

Sure has been working closely with Wish Upon A Dream since May to help a poorly little boy from the Isle of Man, Dominic, to go on the holiday of a lifetime. After raising around £4 000 for 'Project Dolphin', his wish was granted in September.

The telecoms company is now working with the charity to raise money for eight year old Caitlin. The little girl's wish is to have a new bathroom at her home in Douglas. She was born with a rare genetic condition that means she is both mentally and physically delayed. Having an upstairs bathroom at her home will increase her dignity, and provide much needed assistance for her parents who are her primary carers.

As well as children being able to meet Santa and have their photo taken with him, a team of Santa's little helpers will be gift-wrapping any mobile phones bought for Christmas presents in store that day, in return for a small donation to Wish Upon A Dream.

Sure's Marketing Manager, Julie Heselton, will be helping Santa on Saturday 13th December 2008. She commented: "Wish Upon A Dream is such a fantastic charity and really makes a difference to the lives of the Manx children it supports, as we have seen with Dominic's wish, and Sure is very proud to be working with it.

"Lots of children will be asking their mums and dads if they can go and see Santa in town before Christmas, and I would encourage them to come to see him at the Sure store on the 13th December because they will be helping us to raise the money to grant Caitlin's wish at the same time.

"I would also like to thank Inspector Mark Britton from Peel Police Station and PC Graham Corran from Lord Street Police Station for escorting Santa on his journey from Lapland to the Isle of Man!"

More...

SANTA TO RAISE MONEY FOR WISH UPON A DREAM/2

Meanwhile, another project to raise money for Wish Upon A Dream will get underway on Friday 12th December 2008. After much negotiation between the Isle of Man and the North Pole, Sure has arranged for Santa to tell some special Christmas stories to Manx children in the run up to Christmas, with proceeds going to the charity.

Starting on Friday 12th December and running up to and including Christmas Day itself, Father Christmas will be telling a different story each day on a special Santa Hotline set up by Sure. Calls to this number will be free from Sure mobiles and Sure landlines. For every call made, 5p will be donated to Wish Upon A Dream, which is the telecoms company's chosen charity.

When children call Santaline, they will hear him telling them some of his favourite stories about Christmas, which he has picked up from his travels every December 25th, delivering presents to people around the world. The stories are:

Friday 12th December – Say hello to Santa on his big red phone

Saturday 13th December – The Toy Factory

Sunday 14th December – Rudolph the Red-Nosed Reindeer

Monday 15th December – What to do on Christmas Eve

Tuesday 16th December – Santa goes to the Funfair

Wednesday 17th December – Santa Tells a Funny Story

Thursday 18th December – Santa's Friend's

Friday 19th December – Santa's House

Saturday 20th December – Loading the Toys

Sunday 21st December – Story from Past Christmas Eve

Monday 22nd December – Sandman and Sleeping Fairy

Tuesday 23rd December – Early to bed for Santa

Wednesday 24th December – Christmas Eve is here at Last

Thursday 25th December – Santa back at the North Pole

Santaline is available in the Isle of Man by calling (07624) 272682.

More...

SANTA TO RAISE MONEY FOR WISH UPON A DREAM/3

About Cable & Wireless and Sure

Cable & Wireless International is one of the world's leading communication companies operating in 33 countries including the Caribbean, Panama, Macau, Monaco, the Channel Islands, Isle of Man and Bermuda.

In the Channel Islands and the Isle of Man, Cable & Wireless is investing over £40m to revolutionise communications and deliver a new generation of services through **Sure**, an innovative and exciting new brand.

Sure is leading the introduction of choice for customers supported by an ongoing commitment to quality, value and customer care in all areas of service. Our offering includes mobile, broadband and fixed line services for consumers as well as advanced internet, hosting, security and international services for business customers. Customers get more when they choose **Sure**.
For further information about Sure, go to: www.surecw.com.

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