



PRESS RELEASE

8th July, 2008

SURE HELPS TO MAKE WISHES COME TRUE

Sure has joined forces with one of the island's newest charities to help send a sick little boy on the holiday of a lifetime.

The 'Wish Upon A Dream' charity will be working with the telecoms provider over the next 12 months to help give the little boy an experience he will never forget. The wish, which is for him to go on a sunshine break with his close family, has been code-named 'Project Dolphin'.

Wish Upon A Dream was set up in the summer of 2007 by Santon-based Lesley Turnbull, to grant wishes for children living on the island who suffer from serious or life-limiting illnesses. The inspiration for the charity is very personal to her, having lost her first daughter to a childhood illness.

Wishes are assessed by the charity board when they come in, and granted if suitable. So far, Wish Upon A Dream has helped 12 children, and is waiting to grant a further five wishes, including installing a hydrotherapy pool at the home of a little boy who suffers from spinal muscular atrophy, and sending a little girl who is recovering from cancer to Lapland to meet Father Christmas.

Over the weekend, Sure began raising the funds needed at its first birthday party, a community fun day on Douglas Promenade. The company would like to thank members of the public who generously made a donation to Project Dolphin. A series of fundraising events are being planned over the course of the summer, and details will be announced shortly.

In its first year of operation, Sure has already donated approximately £100,000 to charities, sponsorships and community investment programmes in the Isle of Man.

Lesley Turnbull, founder of Wish Upon A Dream, is delighted to be receiving Sure's backing. She said: "Without support from companies like Sure, there is no way we would be able to grant wishes that really do make a huge difference to the quality of life of the youngsters we help, and I'm so grateful.

"The little boy Sure is helping to send on holiday has been through so much in such a short space of time, and touches the hearts of everyone who meets him. This will really give him an experience he will never forget."

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Sure's Marketing Manager, Julie Heselton, says she's delighted to be supporting such a worthwhile charity: "The team here at Sure believe it's vitally important to be an active part of the community in which we live and work, and getting involved with Wish Upon A Dream is the perfect way to be able to give something back and make a difference.

"Some of the wishes Lesley has received are heartbreaking, and it's really eye-opening to see how brave some of these youngsters are.

"We're really excited at the prospect of working with Lesley on 'Project Dolphin'. If we can help to put a smile back on this little boy's face, it will be worth it."

NOTES TO EDITORS:

If members of the public would like to support 'Project Dolphin', donations can be made in person, at the Sure store on Strand Street in Douglas. Other events will be taking place throughout the summer to raise money towards granting the wish.

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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