



PRESS RELEASE

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SURE'S FAIRY FRIDAY HITS DOUGLAS!

Fifteen fairies will be taking to the streets of Douglas on Friday 15th August, to raise money for 'Project Dolphin', one of the wishes being granted by Manx charity 'Wish Upon A Dream', and telecoms company, Sure.

The girls, who either work for Sure or are friends with the team, will work their way along a pub crawl route through Douglas town centre that evening, complete with wings, wands and tutus. They will be collecting as much money as possible.

'Project Dolphin' is a wish that Sure is granting to a very poorly little boy on the island, through the 'Wish Upon A Dream' charity. The eight year old suffers from cerebral palsy and severe epilepsy, and wants to go on a sunshine break where he will be able to spend some quality time with his family. 'Wish Upon A Dream' was set up in 2007 by Santon mum, Lesley Turnbull, to grant wishes for youngsters living on the island who suffer from serious and life-limiting illnesses.

Sure's Marketing Manger, Julie Heselton, commented: "Project Dolphin is such a worthwhile cause, and when we decided to raise money to grant this little boy's wish, we all sat down and tried to think of as many good fundraising ideas as possible.

"A fairy is the emblem of 'Wish Upon A Dream', and so we came up with the idea of combining a night out with fancy dress. Dressing up as fairies seemed a perfect idea!

"One of the fairies who will be out with us on Friday 15th August has actually taken part in a similar charity fundraising event in the past and had lots of fun, whilst at the same time raising lots of money for her cause.

"If you see us out that night, please show your support for 'Project Dolphin' and 'Wish Upon A Dream' – this little boy's wish means the world to him, and we are doing all we can to send him on the holiday of a lifetime.'

On Friday 15th August, the fairies will visit Bar George, The Prospect, The Railway, Clinch's, The Bridge, The Outback, The Rovers Return, C'est le Vie, The Victoria Tavern, Bordello, Havana and Aperitivo, before ending up in Colours Nightclub.

If you would like to make a donation to 'Project Dolphin', you can do so at the Sure store on Strand Street in Douglas, or by sending a cheque to Lesley Turnbull, Wish Upon A Dream, P.O. Box 321, Douglas, IM99 3NQ. It must be made clear that donations are for 'Project Dolphin'.

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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