



# FAIRY

## Walk for Wishes and Make a Difference this Christmas

This Christmas, Make-A-Wish has teamed up with Fairy, the nation's favourite washing-up liquid to raise enough money to help towards granting a wish a day throughout 2005.

Fairy and Make-A-Wish are calling on the public to take part in the first ever national Fairy 'Dishes for Wishes' Christmas one-mile walk, taking place on Monday December 27th December.

To take part, simply log on to [www.dishesforwishes.com](http://www.dishesforwishes.com), pickup a registration form available in supermarkets from November 1 (see in store for details) or call Fairy on free phone registration 0800 328-5901 (UK), or 1-800 536 640 (ROI).

For every registration, Fairy will donate 50p to Make-A-Wish and *another* 50p once the walk has been completed (to a maximum of 100,000 registrations). The proceeds from the Fairy 'Dishes For Wishes' Christmas Walk will help Make-A-Wish grant a wish a day throughout 2005.

Traditionally, Christmas is when family and friends unite to share the festive spirit. This year, why not get together with your loved ones – ride those new bikes, walk the dog, and burn off those festive excesses and join Fairy and Make-A-Wish to help make a difference. There are national walks in London, Birmingham, Edinburgh, Belfast and Dublin, but it's possible to arrange your very own local walk with family or friends, whether you are a group of three, six or fifteen!

So, what are you waiting for? Register and get walking to help share the power of a wish with Fairy and Make-A-Wish this Christmas.



*'Make-A-Wish and Fairy are Partners in Sharing the Power of a Wish'*

-ends-

**For further information please contact:** Anna McClumpha / Rachel Merridan on 0207-072-4000  
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### Notes to editors:

The [www.dishesforwishes.com](http://www.dishesforwishes.com) is live from November 1

### About Make-A-Wish

Make-A-Wish is the largest wish-granting organisation in the world. Originally founded in America, it is now established in more than 32 countries across the globe. It has one simple objective: to turn the wishes of children aged 3 to 18 living with life-threatening illnesses into reality. The Make-A-Wish Foundation® UK has granted over 3,000 wishes since it began in 1986 and is currently granting a wish a day. Charity registration No 295672

### About Fairy Liquid

Fairy Liquid is the nation's leading washing-up liquid and a much loved British brand. Fairy Liquid washes up to 50% more dishes than the best of the rest, cutting through grease to leave dishes sparkling clean and hands beautifully soft – perfect for cleaning up after your Christmas creations.