

Greetings Make-A-Wish® Board Members,

We are excited to announce that our chapter is now on Twitter! If you have a Twitter account, please follow us! Our Twitter name is “WishMidAtlantic.”

Twitter is a social networking service that gives individuals and organizations a way to communicate and stay connected through the exchange of fast, frequent messages. We will be posting short updates, also called "tweets," frequently to keep our external public updated on the Foundation. We will also be utilizing this tool to promote our internal special events and volunteer opportunities. We will also be updating our followers on upcoming external events and promotions with our National Alliances.

Also, please don't forget to become our fan on Facebook! If you have a Facebook account, please search for “Make-A-Wish Foundation® of the Mid-Atlantic, Inc.” and become our fan! If you need help figuring out how to do this, please feel free to ask me.

Below you will find a comprehensive list of all upcoming internal and external events as well as promotions from our National Alliances. Please feel free to spread the word about these exciting community events and partners.

Best,
Emily

Upcoming External Events: Open Events

Heurich Photography Fundraiser

July 2009 – July/ August 2010 | 301.824.7066

Proceeds from the portrait nomination fees and book sales will be donated to the Foundation. For more information, please visit www.heurich.com.

Concord High School (Kids for Wish Kids®)

September 2009 – June 2009 | 2501 Ebright Road | Wilmington | DE

Concord High School will be hosting a series of events throughout the school year and donations will be collected to benefit the Foundation.

River Creek Country Club Golf Tournament & Dinner

Wednesday, September 23, 2009 | 9 am – 7 pm | River Creek Country Club | 43800 Olympic Road | Leesburg, VA

The River Creek Country Club will be hosting their annual golf tournament & dinner and a portion of the registration fees will be donated to the Foundation.

PGA Senior Players Tour TICKETS Fore CHARITY

Monday, September 24 – Sunday, October 4, 2009 | Baltimore Country Club | 4712 Club Road | Baltimore, MD

Seventy-five percent of the proceeds from tickets purchased to the Constellation Energy Senior Players Championship through the TICKETS Fore CHARITY Web site will be

donated to the Foundation. To purchase tickets, visit www.ceseniorsplayers.com/tfc and use designation code MAW.

Panek Productions CD Fundraiser

October 2009 – December 2009 |

Local area bands will be producing and selling a Christmas CD. The Make-A-Wish Foundation® of the Mid-Atlantic, Inc. will receive 100 percent of the CD's proceeds.

The Model Connection, Inc. Division Eventacular & Fundraiser

Saturday, October 4, 2009 | 12 pm – 5 pm | Crown Plaza | 2004 Greenspring Drive | Timonium, MD

The 2009 Actor/Model Career Expo & Tradeshaw organizers will be donating a portion of their participant registration fees to the Foundation.

Chad Blum Golf Tournament

Friday, October 9, 2009 | 11am – 7 pm | The Links at Challedon | 6166 Challedon Circle | Mount Airy, MD

Chad Blum Memorial Charities will be hosting their annual golf tournament and a portion of the proceeds will benefit the Foundation. After the tournament there will be a crab feast banquet dinner. Please visit www.chadblumcharities.com for more information.

Loudoun County Chamber of Commerce Expo

Saturday, October 10, 2009 | 10 am – 5pm | 21100 Dulles Town Circle | Dulles, VA

The Loudoun County Chamber of Commerce will be hosting their annual Business Expo and a portion of the exhibitor fees will be donated to the Foundation. For more information, please visit www.loudounchamber.org/html/events_loudounexpo.html.

Central Maryland Dart League Tournament

Friday, October 23 – Sunday, October 25, 2009 | 7 pm | Holiday Inn | Laurel, MD

Central Maryland Dart League will hold their annual tournament to benefit the Foundation. For additional information on the Central Maryland Dart League, please visit www.cmdldarts.com.

Rehoboth Beach Seashore Marathon

Saturday, November 21, 2009 | Rehoboth Beach Seashore | Rehoboth, DE

The Make-A-Wish Foundation of the Mid-Atlantic, Inc. will receive 50 percent of the event's proceeds. For more information and to register, please visit www.rbmarathon.com.

Monarch Title

Ongoing Partnership with the Make-A-Wish Foundation of the Mid-Atlantic, Inc.

Monarch Title, a home settlement company, has signed on to Adopt-A-Wish®. They will also be sharing information about the Foundation with their clients during the settlement and refinancing process. Additionally, a link to the Foundation's site is posted on their Web site. For more information on Monarch Title, please visit www.monarchtitle.net.

Pippin Funeral Home Fountain Donations

Ongoing | 119 West Camden-Wyoming Avenue | Wyoming, DE

The funeral home will donate all coins donated through their fountain and will match 100 percent of those donations.

Chocolate Celebrations, Inc. DBA Edward Marc Chocolatier

Date TBD

Twenty percent of all internet sales will be donated to the Make-A-Wish Foundation of the Mid-Atlantic, Inc. and the Make-A-Wish Foundation® of Greater Pennsylvania and Southern West Virginia, Inc. For more information, please visit www.edwardmarc.com.

Upcoming External Events: Private Events

Under Armour Barbeque Fundraiser

Thursday, September 24, 2009 | 11 am – 2 pm | Under Armour Headquarters, Tide Point Promenade | 1020 Hull Street | Baltimore, MD

Under Armour's Sourcing Department will be hosting a \$10 per plate barbeque and all of the proceeds will be donated to the Foundation.

Wedding of Lily Lee and Jeff Yem

Saturday, October 10, 2009 | Frederick, MD

The couple is having a casino-themed wedding reception where guests will have the opportunity to purchase casino chips. A portion of the proceeds will benefit the Foundation.

50 Wishes Children's Charity Golf Tournament

Monday, October 12, 2009 | 9 am - 3 pm | Compass Pointe Golf Course | 9010 Fort Smallwood Road | Pasadena, MD

Charity Golf Tournament to benefit the Foundation.

Oakton High School Gift Card Collection Drive

Saturday, October 19 – Friday, October 23, 2009 | 2900 Sutton Road | Vienna, VA

Oakton High School will have a gift card collection drive to benefit the Foundation in conjunction with their homecoming.

Creative Memories Scrapbooking Retreat and Auction

Friday, November 13 – Sunday, November 15, 2009 | The Westin | Washington, DC

Creative Memories, a scrapbooking organization, has signed on to Adopt-A-Wish during their Annual Retreat and Silent Auction. A portion of each consultant's registration fee, as well as profits from their auction, will be donated to the Foundation.

Current National Alliances Promotions

Applebee's Paper Wish Star Campaign

Throughout the month of August, 400 participating Applebee's stores will sell paper wish stars and solicit consumer donations with a minimum guaranteed contribution of \$20,000. Guests can purchase a paper star for \$1, \$5, \$10 or \$25. Guests can write their names on the star cutout and post it on the restaurant walls. Each participating location has a goal to

raise a minimum of \$500. One hundred percent of the donations will benefit the Foundation. Applebee's will not conduct fundraising events for any other charities in August. To find a participating Applebee's location near you, please visit www.midatlanticcommunity.org/Page.aspx?pid=462.

4th Annual Chi Omega Sandslam Volleyball Tournament

Chi Omega of American University will be hosting its 4th Annual Sandslam Volleyball Tournament on Saturday, September 12, 2009. Each team consists of six people who will compete in friendly sand volleyball games. Participants will include members from various on-campus groups such as sports teams, clubs, and members of the Greek community. Last year's event raised approximately \$6,700 for the Foundation. To learn more about the Eta Lambda chapter of Chi Omega, please visit <http://chaptersites.chiomega.com/default.aspx?site=212>.

Cold Stone Creamery Ice Cream Social

Cold Stone Creamery will be hosting their Annual World's Largest Ice Cream Social to support the Foundation on **Thursday, September 24, 2009**. Guests will be treated to a special three-ounce ice cream creation designed by Jack, a wish child. Jack's creation consists of delicious Sweet Cream Ice Cream mixed with brownies and topped with scrumptious rainbow sprinkles and caramel sauce. All donations will benefit the Foundation. In addition, throughout the month of September, Cold Stone Creamery will be selling Make-A-Wish® wall stars to benefit the Foundation. To find a Cold Stone near you, please visit www.coldstonecreamery.com.

Allergan's *LATISSE™* Wishes Campaign

The new *LATISSE™ Wishes* campaign originates from the tradition of blowing on an eyelash to make wishes come true and leverages the excitement surrounding the availability of Allergan's *LATISSE™*, the first and only science-based prescription treatment approved by the FDA for hypotrichosis of the eyelashes (inadequate or not enough lashes) that is used to grow eyelashes, making them longer, fuller and darker. Allergan has made an initial donation of \$500,000 to the Make-A-Wish Foundation®. You are encouraged to help double this amount to \$1 million by registering your support at www.latisse.com to help grant the wishes of courageous children in our communities. Between now and December 31, 2009, Allergan will donate \$5 for each new visitor who registers online, up to an additional \$500,000. To learn more about *LATISSE™* and register your support, visit www.latisse.com.
Dates of promotion: Now – December 31, 2009

New Make-A-Wish® Treats from Cheryl&Co.

Share the power of a wish® with Cheryl&Co.'s Make-A-Wish gift items including the Make-A-Wish Bakery Sampler, the Make-A-Wish Supreme Gift Tower and the Make-A-Wish Bakery Gift Tower — all appropriate for any occasion. Cheryl&Co. offers a wide array of gourmet desserts, including award-winning cookies, brownies, cakes and snacks, all in distinctive gift packaging. For each gift sold, approximately 20 percent of the purchase price (excluding tax and shipping) will benefit the Make-A-Wish Foundation. You can purchase these delightful gift items through the Cheryl&Co. catalog or by visiting their Web site at www.cherylandco.com.

Eden's Angels™ “Joy” and “Strength” Angels

Eden's Angels™ will donate between 20 cents and 55 cents from the wholesale price of all Eden's Angels products to the Make-A-Wish Foundation. Eden's Angels have also introduced two special sculptures dedicated to the Make-A-Wish Foundation. The “Joy” angel features a child and mother embracing a star and the “Strength” angel features a family with a child holding a star-shaped balloon. Giftcraft will donate \$2.50 of the wholesale price from the “Joy” and “Strength” Angels to the Foundation. The angels will be sold on their Web site at www.edensangels.com.

2009 Internal Special Events

26th Annual Make-A-Wish® Triathlon at Sea Colony

Sunday, September 20, 2009 | Sea Colony Resort | Bethany Beach, DE

The Make-A-Wish Triathlon at Sea Colony is an exciting Olympic-distance event featuring a 1.5K ocean swim, 40K bike and 10K run for up to 1000 athletes. The one-of-a-kind ocean swim, scenic bike route, beautiful run and phenomenal post-race picnic make this race a favorite among both seasoned triathletes and weekend warriors. For additional information and to register, please visit our Web site at www.makeawishtri.org.

Marine Corps Marathon – Charity Partnership

Sunday, October 25, 2009 | Arlington, VA and Washington, DC

For the first time, the Make-A-Wish Foundation will be a charity partner with the 2009 Marine Corps Marathon which takes place in Arlington, VA and Washington, DC. As a charity partner, the Foundation has 100 slots for ‘charity runners.’ These athletes will raise funds on behalf of the Foundation and proudly sport a Make-A-Wish singlet on race day. There are additional perks for the athletes, such as a conveniently located tent just off the finish and starting lines, free food pre- and post-race, access to training tips and advice, and more. Charity Runner registration is now open. Registration will close for our Make-A-Wish runners in August or when we run out of slots, whichever comes first. For additional information and to register, visit <http://www.midatlanticcommunity.org/Page.aspx?pid=431>.