

## PRESS RELEASE

FOR IMMEDIATE RELEASE

# Transformative Impact of a Wish for Children with Critical Illnesses

*The Grand Launch of Make-A-Wish® Indonesia*

*"Transforming lives, one wish at a time"*

**Jakarta (02 October 2024)** – Make-A-Wish® Indonesia is proud to announce its official launch, bringing hope, strength, and joy to children with critical illnesses across the country. With the grand opening of Make-A-Wish® Indonesia, children facing life-threatening medical conditions now have the opportunity to experience the transformative power of a wish-come-true, offering them renewed hope and resilience during their challenging journeys.

Since its establishment, Make-A-Wish® has granted life-changing wishes for more than 585,000 children globally. Each wish provides a child with an extraordinary experience, allowing them to dream beyond their circumstances and offering a source of strength during treatment. Now, this extraordinary mission extends its reach to Indonesia, aiming to change the lives of countless children and their families. Indonesia is estimated to have 45,000 new eligible cases detected annually<sup>1</sup>.

Make-A-Wish® Indonesia joins the Make-A-Wish® International family, expanding their global network to nearly 50 countries and territories. Make-A-Wish® continues to bring hope and joy to children and communities worldwide through the power of a wish.

"We are honored to launch Make-A-Wish® Indonesia and bring the healing power of a wish to children facing critical illnesses," said Imelda Tanoyo, CEO of Make-A-Wish® Indonesia. "Our mission is to create moments of magic for children and give them the courage and optimism they need during their toughest battles. We believe that a single wish can change everything."

Luciano Manzo, President & CEO of Make-A-Wish® International added, "We are thrilled to welcome Make-A-Wish® Indonesia to our global family. Each new affiliate allows us to reach even more children who are in need of the transformative power of a wish. Indonesia's launch is a testament to the incredible dedication of volunteers, donors, and partners who believe in the impact of a wish. Together, we can restore childhood to children facing critical illnesses, showing them that anything is possible".

As part of the grand launch event, Make-A-Wish® Indonesia hosted a talk show featuring dr. Reisa Broto Asmoro as Make-A-Wish® Indonesia Brand Ambassador, Ajeng Raviando, Psi. as psychologist and dr. Yogi Prawira SP. A(K) as pediatrician, who discussed the transformative impact of a wish for children with critical illnesses. This engaging session has provided insights into the emotional, psychological, and social benefits of wish-granting, offering a deeper understanding of the topic and inspiring the community to get involved.

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### ***The Power of a Wish***

Research shows that wishes bring a range of benefits to the health and well-being of children with critical illnesses and their families. In fact 98% of wish children and their parents or guardians agree that a wish is important for children with critical illnesses<sup>2</sup>. Make-A-Wish<sup>®</sup> Indonesia aims to deliver this same sense of hope, offering the local community the chance to engage and support this incredible cause.

### ***How Make-A-Wish<sup>®</sup> Indonesia Works***

Make-A-Wish<sup>®</sup> Indonesia works closely with doctors, nurses, social workers, and families to identify eligible children between the ages of 3 and 17 who are living with critical illnesses. The organization then tailors a wish experience to each child, offering them the opportunity to dream big and experience something extraordinary.

As a start, Make-A-Wish<sup>®</sup> Indonesia is partnering with two leading hospitals in Jakarta, RS Kanker Dharmais and RS Harapan Kita, to identify and support eligible children facing critical illnesses. By focusing on these two hospitals initially, the organization aims to ensure that each wish is carefully tailored to the needs of each child, providing them with a memorable and impactful experience during their medical journey.

From meeting a celebrity to visiting a dream destination, each wish is as unique as the child. Make-A-Wish<sup>®</sup> Indonesia partners with donors, sponsors, and volunteers to bring these dreams to life, fostering a sense of unity and collaboration across the country.

### ***Community Involvement***

The success of Make-A-Wish<sup>®</sup> Indonesia relies heavily on the support of the community. Local individuals, organizations, and businesses are invited to contribute in various ways, from monetary donations to volunteer opportunities. By working together, we can make a lasting impact in the lives of these courageous children and their families.

As part of the grand launch, Make-A-Wish<sup>®</sup> Indonesia will host a series of events to raise awareness and invite the public to get involved. This launch marks the beginning of a mission to bring light into the lives of children who need it most, helping them look beyond their medical treatments and instead focus on the joy and possibility that comes with a wish come true.

## **ABOUT MAKE-A-WISH<sup>®</sup> INDONESIA**

Make-A-Wish<sup>®</sup> Indonesia is part of the world's largest wish-granting organization, dedicated to creating life-changing wishes for children with critical illnesses. Officially launched as an affiliate of Make-A-Wish<sup>®</sup> International, the organization brings hope, strength, and joy to children across Indonesia. By working closely with hospitals, medical professionals, and the community, Make-A-Wish<sup>®</sup> Indonesia grants wishes that empower children to fight their illnesses, providing a source of hope during challenging times. With a mission to reach every eligible child, Make-A-Wish<sup>®</sup> Indonesia aims to transform lives, one wish at a time. Today, Make-A-Wish<sup>®</sup> International has granted more than 585,000 wishes to children facing critical illnesses in nearly all 50 countries and territories around the world.

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As the only wish-granting organization of its kind in Indonesia, Make-A-Wish® Indonesia is dedicated to making a profound impact on the wider community by fulfilling the wishes of children with critical illnesses. Our founders are committed to "sharing the power of a wish," believing that these wishes bring families hope in dark times, the strength to persevere, and experiences that forever change their lives. Make-A-Wish® Indonesia promises to deliver joy and renewed strength to children with critical illnesses and their families when they need it most. We believe that wish experiences can restore the childhood stolen by a critical illness diagnosis and help improve both emotional and physical health.

## ABOUT MAKE-A-WISH® INTERNATIONAL

Make-A-Wish® creates life-changing wishes for children with critical illnesses. Founded in 1980, Make-A-Wish® is the world's leading children's wish-granting organization, having granted more than 585,000 wishes in 50 countries worldwide. Together with generous donors, supporters, staff and more than 27,000 volunteers around the globe, Make-A-Wish® delivers hope and joy to children and their families when they need it most. Make-A-Wish® aims to bring the power of wishing to every child with a critical illness because wish experiences can help improve emotional and physical health. For more information about Make-A-Wish® International, visit [worldwish.org](http://worldwish.org)

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### Sources:

<sup>1</sup> <https://worldwish.org/prevalence-incidence-research/>

<sup>2</sup> <https://worldwish.org/theory-of-change/>