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DESTINATION JOYSM PRESENTED BY LAY'S[®] SUGGESTED STORY ANGLES/EDITORIAL OPPORTUNITIES

Destination JoySM presented by LAY'S[®] is the Make-A-Wish Foundation[®]'s campaign to inspire and empower Americans to share their much-needed time, talents and resources to grant the wishes of 100,000 children who will be diagnosed with life-threatening medical conditions over the next four years.

Destination JoySM presented by LAY'S[®] launches June 5-14 and offers tremendous human-interest media opportunities, including interviews with celebrities who are supporting the campaign and Wish Ambassadors who will share their joyful Make-A-Wish[®] experiences. Following is a sampling of story angles for consideration:

- * ***Celebrity spokespeople available for interviews.*** Celebrities come out in force to share their passion for the Make-A-Wish Foundation and its mission of hope, strength and joy: NASCAR Nextel Cup champion driver **Jimmie Johnson** and his wife, **Chandra**; WWE Champion **John Cena**; actress **Tiffani Thiessen**; celebrity photographer **Nigel Barker**; actress **Raven Symoné**; LPGA golfer **Annika Sorenstam**; the **Teutels** (Paul Sr., Paul Jr. and Michael) of Orange County Choppers and "American Chopper;" country recording artist and former wish kid **Kevin Sharp**; and more. Telephone and/or in-person interviews and appearances available June 5-14, including a satellite media tour on June 6.
- * ***Remembering a Wish.*** The Foundation's new PSA campaign to support *Destination JoySM* reprises one of the most beloved wishes in the Foundation's history. "Beetle Boy," a wish child who wished to be a superhero, and Stu Snodgrass, the original Make-A-Wish volunteer and high school teacher who turned "villain" for the wish, resurface to inspire people to start their journey as a volunteer or donor in the unveiling of this new TV, radio and print campaign.
- * ***Make-A-Wish Ambassadors.*** Articulate wish kids, wish moms and dads, volunteers, siblings and physicians from across the country are available to *share the power of a wish[®]* through their heartfelt stories. Telephone and/or in-person interviews and appearances available. Please call for list of wish ambassadors.
- * ***Make-A-Wish art graces 100 million LAY'S bags.*** Specially marked bags of LAY'S brand potato chips will feature art created by four Make-A-Wish kids, along with their inspiring wish stories. The LAY'S "Grab a Bag, Help Grant a Wish" promotion enables consumers to redeem the bags online at www.lays.com to raise funds for the Make-A-Wish Foundation.

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- * ***The need for Destination JoySM.*** According to a “wish potential” study by the Make-A-Wish Foundation® and the University of Michigan, 100,000 children will be diagnosed with a life-threatening medical condition over the next four years. *Destination JoySM presented by LAY’S®* seeks to raise the dollars and resources needed to grant these wishes.
- * ***“We all have the power to grant a wish.”*** This is the message of the Make-A-Wish Foundation’s first-ever national signature campaign. Discover the “7 Ways to Help” make wishes come true.
- * ***Destination JoySM Online Auction*** – Learn more about the extraordinary destination packages, celebrity-related items and rare experiences seldom available to the general public that your audiences can bid on at www.wish.org/auction. The auction is open through June 14.
- * ***Nearly 150,000 wishes granted and still counting.*** Profile of one volunteer’s journey to bring joy to children with life-threatening medical conditions.
- * ***Wish kids are grown up.*** Profile of a former wish kid and his/her journey to become a wish granter.
- * ***A magical journey – A behind-the-scenes look:*** How the Make-A-Wish Foundation makes a wish come true.

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About *Destination JoySM presented by LAY’S®*

Destination JoySM presented by LAY’S® is the Make-A-Wish Foundation’s campaign to inspire and empower Americans to share their much-needed time, talents and resources to grant the wishes of the 100,000 children who will be diagnosed with a life-threatening medical condition over the next four years. Helping to show we all have the power to grant a wish are presenting sponsor LAY’S and supporters Cold Stone Creamery, Amtrak, IndyCar® Series, SHOP • COM, 3M and The Kaplan Thaler Group.