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Contact: Meredith Olson
202-316-0717
MOlson@NoralGroup.com

**MAKE-A-WISH FOUNDATION[®] CAMPAIGN NAMED BEST PUBLIC SERVICE
ANNOUNCEMENT (PSA) IN STUDY BY NORAL GROUP**

December 23, 2008 – Washington, DC – The Make-A-Wish Foundation’s *The Adventures of Beetle Boy* Public Service Announcement (PSA) was considered the best PSA campaign by television community service directors in Noral Group’s Best PSA National Media Survey. The survey aims to identify best practices in public service advertising as judged by the key decision makers affecting exposure of the advertising in communities. The survey is conducted by Noral Group International, Inc. and is based on a study of 100 television station media directors from across the U.S.

The Adventures of Beetle Boy re-enacts the actual wish of Michael, a 6-year-old boy who became a superhero for the day. The PSA also stars Make-A-Wish[®] volunteer Stewart Snodgrass, who played the villain both in Michael’s real-life wish, granted in 2001, and the PSA which first aired in May 2007.

“This is wonderful recognition for our PSA, which retells one of the most beloved wishes in the Make-A-Wish Foundation’s history,” said David Williams, Make-A-Wish Foundation of America president and chief executive officer. “The campaign not only portrays the great joy that a wish granted creates for a child and everyone associated with the wish, but it also captures the heart-warming influence that Stu and our other 25,000 volunteers have in helping the Foundation make children’s wishes come true.”

Community service directors who named *The Adventures of Beetle Boy* most successful cited its high quality, strength in storytelling, sentimentality and the overall likeability of the advertising as reasons for naming it. Erica Dешner of KNIN-TV, Boise’s CW affiliate, said, “The Make-A-Wish Foundation took a smart approach when making the *The Adventures of Beetle Boy*. It is beautifully produced and effectively captures the pure joy in the faces of the participants as Beetle Boy’s wish is fulfilled in front of viewers’ eyes.”

“It’s no wonder media gatekeepers like this spot,” said Eva Kasten, President and founder of Noral Group International, Inc., “The stations care about their communities and viewers. But they also want their considerable donation of advertising time to reflect positively on their station. This feel good

spot has a very broad halo effect, especially as we reflect during the holiday season about the difference that non-profits make. We all have a lot to gain if there were more PSAs of this quality.”

Spot Title: “The Adventures of Beetle Boy”

Agency: The Kaplan Thaler Group

Chief Creative Officer: Linda Kaplan Thaler

Account Director: Andrea Halberstadt

Creative Director: John Murphy, Simon Hunt

Executive Producer: Lisa Bifulco

Agency Producer: Time LeGallo

Production Company/Location: Sticks + Stones (Studios)

Director: Jerry Brown

Director of Photography: Peter Mackay

Editor (person & company): David Gioiella, Northern Lights Post

Music Sound Design: Composer – Scott Pittinsky, Compound

About Noral Group International, Inc.

Noral Group International, Inc. is a research-based public service advertising and social marketing firm in Washington, DC. With unique knowledge and a ten-year proven track record, Noral delivers results for clients in the government, non-profit and commercial sectors who value change for the public good.

About the Make-A-Wish Foundation

The Make-A-Wish Foundation grants the [wishes](#) of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. Founded in 1980 when a group of caring volunteers helped a young boy fulfill his dream of becoming a police officer, the Foundation is now the largest wish-granting charity in the world, with 66 [chapters](#) in the United States and its territories. With the help of generous donors and nearly 25,000 [volunteers](#), the Make-A-Wish Foundation grants a wish every 40 minutes and has granted more than 171,000 wishes in the United States since inception. Visit www.wish.org and discover how you can *share the power of a wish*[®].