

For Immediate Distribution

Children's Wish Foundation Announces Soaring New Partnership with PAL Airlines

Monday, March 13, 2017 St. Johns, NL – Children's Wish Foundation of Canada – NL Chapter, is thrilled to announce a deepening commitment by PAL Airlines to help children of our province living with life-threatening illnesses receive their single-most heartfelt wishes. PAL Airlines and Children's Wish are pleased to announce a new 2 year province-wide partnership for 2017 and 2018, which will see the airline provide \$100,000 in funding and resources. This contribution will greatly help Children's Wish connect with communities, enhance fundraising events and reach children and families deserving of wishes across all of Newfoundland and Labrador.

Eddie Newton, Children's Wish Provincial Director, says, "We have had an amazingly synergistic relationship with PAL Airlines for the past several years." PAL Airlines employees have been graciously involved in Exile Island, Wishes Take Flight golf tournaments, and have transported wish children, families and volunteers all over the province. However, Eddie continues, "PAL Airlines most recent commitment of support is the largest province-wide sponsorship we have ever had!"

Brian Chafe, Chief Executive Officer for the PAL Group of Companies adds, "At PAL we look to partner with organizations that positively impact the health and wellbeing of families, particularly children and youth, in the communities we serve. Children's Wish Foundation has such a significant impact on Newfoundland and Labrador families and our employees love being a part of that. This announcement brings PAL Airlines' longstanding relationship with Children's Wish Foundation to the next level and we look forward to expanding its scope to help Children's Wish grant even more wishes to deserving wish children and their families across our province."

This announcement is timely given that March is Children's [#wishmonth](#). For the entire month of March across Canada, we are celebrating and raising awareness about the impact of a wish and increasing donations to ensure we maintain our ability to always grant an eligible wish. Now more than ever, we are encouraging Canadians to donate and support Children's Wish Foundation of Canada. To learn more about local activities or donate, please visit www.childrenswish.ca/wishmonth

About Children's Wish

Children's Wish is the largest all-Canadian wish granting charity, dedicated to granting wishes to Canadian children between the ages of 3 and 17 who are diagnosed with a life-threatening illness. For more than 30 years, Children's Wish has worked tirelessly to grant heartfelt wishes to nearly 25,000

children and their families. 802 of those wishes have been granted here in Newfoundland and Labrador!

Last year we granted nearly 1200 wishes, our largest wish granting year in our 32 year history. With the help of our generous donors and volunteers, we will continue to meet the increasing need of Canadian children to realize their single-most heartfelt wish. Children's Wish grants approximately three wishes each and every day, all year long. Each wish is carefully structured to meet the particular needs of the child and their family.

We continue to receive strong wish referral support through our medical community relationships to grant wishes for children with life-threatening illnesses. Now more than ever, we are encouraging Canadians to donate and support The Children's Wish Foundation of Canada to help us continue to grant the next most heartfelt wish. Children's Wish is a national charity with chapters in every province and territory. Visit www.childrenswish.ca for more information and to donate.

About PAL Airlines

PAL Airlines prides itself on actively contributing to the betterment of our communities. Each year our dedicated employees engage in extensive community sustainability initiatives focused on giving back – it's not a mandate but rather an extension of their core values. It is this unwavering approach to community involvement that has earned them consistent recognition and multiple awards throughout our markets. Most recently, PAL Airlines was recognized for its commitment to charitable work and awarded with the Community Impact Award for 2016 by the St. John's Board of Trade. Our employees' passion and our valued clients' expectations are the driving force behind our community involvement.

Visit PAL Airlines online at the following addresses:

www.palairlines.ca

www.facebook.com/PALairlines

www.twitter.com/PALairlines

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