

## **Mitsubishi Electric proudly supports Make-A-Wish Ireland on their ‘Christmas in September’ Appeal.**

*Dublin Ireland, October 5th 2017*

As part of their Charity Partner Programme, Mitsubishi Electric has once again lent its support to the Make-A-Wish Ireland charity. This year, Mitsubishi Electric will be working with Make-A-Wish Ireland on their ‘Christmas in September’ campaign. This campaign was launched last month with a Christmas window located in Debenhams on Henry Street in Dublin.

Make-A-Wish Ireland raises funds to grant the wishes of children aged between 3 and 17 years living with life-threatening medical conditions. The charity has created this bespoke campaign with the aim of raising funds to help grant wishes ahead of the Christmas period. The funds raised from this Christmas campaign will help grant the wishes of seriously ill children across Ireland, providing respite from their normal routines of hospitals, doctors and treatment. While September may be considered too early for some for a Christmas appeal, Make-A-Wish wanted to highlight the importance of bringing Christmas forward as for some seriously ill children, December is just too long to wait for their wish.

As part of this campaign, Mitsubishi Electric have also sponsored a mailing campaign and a video, which will be rolled out across social media channels and will be used to appeal to corporate and public donors in the run up to Christmas. Numerous radio stations will also be targeted with the Christmas appeal. Ciaran Moody, General Manager Mitsubishi Electric Ireland on the Christmas campaign; “We at Mitsubishi Electric are delighted to be able to partner with Make-A-Wish Ireland for a second year running. Christmas can be a tough time for families, especially with sick children and we

are happy to be involved with the Make-A-Wish charity in helping to raise funds for these seriously ill children.”

Gareth Crowe, Head of Corporate of Make-A-Wish Ireland on the Christmas campaign; “Make-A-Wish Ireland receives no government funding which underscores the incredible importance and huge generosity of our partnership with Mitsubishi Electric. It is thanks to them, their customers and suppliers that we have been able to produce two unique pieces of film capturing the value of the work that Make-A-Wish does for Irish families. We also hope that it is moving testimony to the pivotal importance that comes with meaningful corporate partnership that will create memories that last many lifetimes. Thank you, Mitsubishi Electric, for supporting us for over two years now, it has been pleasure to work and be associated with you”

**END**

## **About Mitsubishi Electric**

With over 95 years of experience in providing reliable, high-quality products, Mitsubishi Electric Corporation is a recognised world leader in the manufacture, marketing and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, as well as in products for the energy sector, transportation and building equipment.

With around 138,700 employees the company recorded consolidated group sales of Yen 4,238.6 billion (\$ 37.8 billion\*) in the fiscal year that ended on March 31, 2017.

Our sales offices, research & development centres and manufacturing plants are located in over 30 countries.

Mitsubishi Electric Europe B.V. Irish Branch is located in Dublin, Ireland. It is a part of Mitsubishi Electric Europe B.V., a wholly owned subsidiary of Mitsubishi Electric Corporation, Japan.

The branch is home to two divisions, the Living Environmental Division and Factory Automation Division. The role of both divisions is to manage sales, service and support across its network of local dealers and distributors throughout Ireland.

*\*Exchange rate 113 Yen = 1 US Dollars, last updated 31.3.2016 (Source: Tokyo Foreign Exchange Market)*

## **About Mitsubishi Electric**

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