

Mitsubishi Electric Charity Partnership helps Make-A-Wish Ireland raise €115,000 for seriously ill children

Dublin, Ireland 6th February 2019

Last Christmas Mitsubishi Electric Ireland announced its continued support of Make-A-Wish Ireland and their Christmas Appeal, which raised €115,000 to help grant the wishes of seriously ill children throughout Ireland.

Mitsubishi Electric Ireland actively promotes and encourages Corporate Social Responsibility as can be seen by the launch of its Charity Partner Programme in 2016. As voted by the staff of Mitsubishi Electric, Make-A-Wish Ireland became their chosen Charity Partner and Mitsubishi Electric has continued supporting Make-A-Wish Ireland ever since.

With the support of Mitsubishi Electric over the past years, Make-A-Wish Ireland has successfully ran a number of appeal campaigns to raise money for the charity. The Make-A-Wish Ireland is a non-government funded charity which grants wishes for children aged between 3 and 17, with a life-threatening medical condition.

The most recent fundraising campaign by Make-A-Wish and supported by Mitsubishi Electric, was their 2018 Christmas Appeal which raised €115,000 for the charity. The campaign ran from November to December 2018 appealing to businesses and the public for funds to help grant the childrens' wishes.

This is just one of many campaigns with which Mitsubishi Electric has supported Make-A-Wish Ireland, including its 2016 '#MakeMemories' campaign, which was designed to raise awareness of the powerful and positive impact that these wishes can have on seriously ill children. Mitsubishi Electric also supported the 2017 'Christmas in September' appeal which highlighted the grim reality that not all children may have as

much time as others.

“Mitsubishi Electric Ireland has been a key partner of our charity in recent years. Their sponsorship of major campaigns has made it possible for us to try new things, reach new audiences, and raise much-needed funds. These campaigns could not have happened without the support of Mitsubishi Electric Ireland. On behalf of everyone in Make-A-Wish Ireland, and more importantly on behalf of our Wish children, I’d like to say a massive thank you to the team in Mitsubishi Electric Ireland.” Susan O Dwyer, Chief Executive, Make-A-Wish Ireland.

The Mitsubishi Electric Group has positioned Corporate Social Responsibility (CSR) as a pillar of its corporate management, based on its Corporate Mission and Seven Guiding Principles. Accordingly, the Group has made committed efforts to become a corporation whose efforts are appreciated through its initiative toward solving social issues. With initiatives such as their Charity Partner Programme, Mitsubishi Electric Ireland are hopeful to continue to impact society in a positive way.

Ciarán Moody, General Manager for Mitsubishi Electric Ireland “When Mitsubishi Electric first launched its Charity Programme we had no idea how much of a positive impact and reach it would have. We initially planned on supporting Make-A-Wish Ireland on their ‘Make Memories’ campaign but once we saw the incredible work they do and the outcome for the children, we committed to help as much as possible. We at Mitsubishi Electric endeavor to support local communities and charities with our Charity Partnership initiative through which we hope to make a real difference in Irish society.”

Image 1:



L TO R: Ciarán Moody General Manager Mitsubishi Electric Europe B.V. Irish Branch, Susan O Dwyer Chief Executive Make-A-Wish Ireland, Kate Doyle Wish child and champion of their 2018 Christmas Appeal

Image Source: © Mitsubishi Electric Europe B.V. Irish Branch

About Mitsubishi Electric

With nearly 100 years of experience in providing reliable, high-quality products, Mitsubishi Electric Corporation (TOKYO: 6503) is a recognized 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, energy, transportation and building equipment. Embracing the spirit of its corporate statement, Changes for the Better, and its environmental statement, Eco Changes,

Mitsubishi Electric endeavors to be a global, leading green company, enriching society with technology. The company recorded consolidated group sales of 4,444.4 billion yen (in accordance with IFRS; US\$ 41.9 billion*) in the fiscal year ended March 31, 2018.

For more information visit: www.MitsubishiElectric.com

With around 142,340 employees, 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 (Air-conditioning, heating and Chillers) and Factory Automation Division (automation and robotics). The role of both divisions is to manage sales, service and support across its network of local dealers and distributors throughout Ireland.

*At an exchange rate of 106 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2018

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