



## **Make-A-Wish launches podcast miniseries that tells the stories of families affected by critical illnesses**

Dec. 18, 2017

**NEW YORK CITY** – Make-A-Wish® – the global organization that grants life-changing wishes for children with critical illnesses – has launched a new podcast miniseries, “The Power of a Wish.” The two-episode series highlights the impact of these wishes and the stories of the people who work to make a child’s wish a reality.

Produced by podcast industry leader Midroll Media in partnership with Make-A-Wish, the miniseries features candid interviews with families of “wish kids.” The stories, which follow the kids’ journeys from learning their wish will come true to actually having their wish granted, showcase the strength, hope and transformation that come with a wish experience.

“Many people familiar with Make-A-Wish understand a wish is important, but they might not realize that a wish can play a pivotal role in a child’s treatment and, in some cases, recovery,” said David Williams, president and CEO of Make-A-Wish America. “‘The Power of a Wish’ gives the public a glimpse into how these life-changing experiences come together.”

The podcast also features interviews with the many community members and volunteers who help make kids’ wishes a reality: the medical professionals who work with the children and their families, and artists, members of the business community and public servants plucked from their day jobs to help fulfill the wish of a child battling illness.

One story focuses on Joshua Sundquist, an author, motivational speaker and former U.S. Paralympic Ski Team member who participated in the 2006 Winter Olympics. As a child, Sundquist was diagnosed with a rare form of bone cancer and was told he had a 50 percent chance to live. Sundquist’s left leg was amputated and, after a year of chemotherapy, at the age of 13, he went into remission. “The Power of a Wish” takes listeners on Sundquist’s journey of having his wish granted, serving as a testament to the power of kindness as a driving force for healing and progress.

To bring the stories to life, Make-A-Wish tapped Midroll Media’s brand studio, which has previously worked with Casper, General Electric, Annapurna Pictures, Subaru, Zip Recruiter and other brands.

“It’s been a privilege to partner with Make-A-Wish to bring these powerful and touching real-life stories to light through ‘The Power of a Wish,’” said Lex Friedman, chief revenue officer for Midroll. “The series is a testament to the impact that Make-A-Wish has on the families and



communities it touches, and a wonderful use of the podcast medium to connect listeners with these important topics.”

The podcast also is inspiring some companies to support Make-A-Wish through a listening campaign. Audible generously created a campaign that will donate up to \$25,000, based on the number of listens the podcast receives (with each listen being \$1).

“The Power of a Wish” can be found on all podcast listening services including Stitcher and Apple Podcasts. Both episodes are now available.

### **About Make-A-Wish**

Make-A-Wish grants the wishes of children with critical illnesses to enrich the human experience with hope, strength and joy. According to a 2011 U.S. study of wish impact, most health professionals surveyed believe a wish-come-true has positive impacts on the health of children. Kids say wishes give them renewed strength to fight their illness, and their parents say these experiences help strengthen the entire family. Headquartered in Phoenix, Make-A-Wish is one of the world’s leading children’s charities, serving children in every community in the United States and its territories. With the help of generous donors and more than 33,000 volunteers, Make-A-Wish grants a wish somewhere in the country every 34 minutes. It has granted more than 285,000 wishes since its inception in 1980; more than 15,300 in 2016 alone. Visit Make-A-Wish at [wish.org](http://wish.org) to learn more.

### **About Midroll Media**

[Midroll Media](http://Midroll Media) is a leading podcast content company, advertising network and distribution platform that is changing the face of digital audio. It is the parent company of the Earwolf network and its top-ranked comedy podcasts; popular podcast listening platform and content network Stitcher and its premium subscription service; and the Midroll advertising network, representing over 300 of the world’s largest podcasts. With offices in Los Angeles, New York City and San Francisco, Midroll was founded in 2010 and is a wholly owned subsidiary of The E.W. Scripps Company (NYSE: SSP).

### **Media contact:**

*Kari Wethington, The E.W. Scripps Company, 513-977-3763, [Kari.wethington@scripps.com](mailto:Kari.wethington@scripps.com)*