

UPS Delivers Wishes And Gives Back This Holiday Season

14-11-2018

UPS® (NYSE: UPS) today announced the launch of its 5th annual “Wishes Delivered” campaign. This global initiative spreads goodwill and inspiration by delivering a few very special wishes to individuals in the communities we serve. The holiday campaign also raises money for various nonprofits that improve quality of life around the world.

“Every package we deliver during the holiday season begins with a wish,” said Kevin Warren, chief marketing officer, UPS. “It’s a humbling and gratifying experience to see the real impact of these granted wishes and share these stories of compassion and friendship. UPS Wishes Delivered helps us all remember what this season is really all about.”

This year, four Wishes will be delivered, and UPS will share short videos showcasing goodwill and positive outcomes through acts of kindness. The videos will be posted on UPS’s social media handles from Nov. 14 through Dec. 21. Each time someone shares a Wishes Delivered video on Facebook, Instagram or Twitter, UPS will donate \$1 (up to \$100,000) to one of three charities: The Boys and Girls Clubs of America, The Salvation Army, and Toys for Tots Literacy Program.

This year’s Wishes include:

Six-year-old Parson formed a special bond with a female UPS driver who delivers Parson’s wish of being a UPS driver for a day. Mavel, a woman from Puerto Rico who always puts others first despite losing all of her material possessions after Hurricane Maria, is surprised with a fully decorated home and relief supplies for her local

community.

Nine-year-old Sammie noticed children at recess playing alone at her school in Indiana, so she helped spread the idea of ‘Buddy Benches’ for children without playmates. Her effort inspired Sandra, a kindergarten teacher, and Amelia, a student at a school in New York, to bring benches to their school. UPS helps Sandra and Amelia complete their ‘Buddy Bench’ project and brings Sammie along to see it happen.

An active duty servicewoman is reunited with the four-legged companion she hasn’t seen since she left the Middle East during her most recent tour of duty. And, to help other soldiers reunite with their companion dogs, UPS is bringing three more dogs to the U.S. from abroad via a donation to the Society for the Prevention of Cruelty to Animals (SPCA) International.

“We want this year’s wishes to touch viewers just as they have in the past,” says Warren.

“In some very important ways, these wishes inspire us and celebrate our human connections.”

Since the Wishes Delivered campaign began in 2014, UPS has donated \$500,000 to charities based on video shares. To view this year’s videos, go to ups.com/wishesdelivered. When sharing, use hashtag #wishesdelivered.

Source: [UPS](https://www.ups.com)