



## ***NYSCOPBA Assists Make-A-Wish Set Fundraising Record Proceeds From Holiday Campaign To Grant 19 Wishes***

***For Immediate Release  
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**Albany, NY** – NYSCOPBA joined Trustco Bank as the principle sponsors to Make-A-Wish Northeast New York's record breaking Adopt-A-Wish Holiday campaign that raised over \$230,000 this past November and December.

The Adopt-A-Wish campaign was held throughout the Capital Region and the North Country and was highlighted by the Day of Wishes Telethon shown locally on CBS6 and held at Colonie Center in December. Additional fundraising events were held at Crossgates Mall, Aviation Mall, Wilton Mall and Champlain Center.

For the first time, the holiday campaign held a North Country kickoff in Plattsburgh, which NYSCOPBA participated in, at the Champlain Center. The kickoff was intended to increase the Northeast Chapter's presence in the North Country and increase fundraising.

Make-A-Wish Northeast New York grants approximately 90 wishes each year to children and teenagers who suffer from life threatening illnesses. The money raised in the Adopt-A-Wish Holiday Campaign will be able to fund approximately 19 out of the 90 wishes.

The campaign is their largest single fundraising campaign of the year.

"We are grateful to our Wish Champion sponsor NYSCOPBA, as well as to our Presenting Sponsor, Trustco Bank, for their vital role in the success of our 2018 Adopt-A-Wish Holiday Campaign," Make-A-Wish Northeast CEO Bill Trigg said. "That success translated into more than \$230,000 raised, and a 111-percent increase in referrals during the holiday season."

"I am extremely proud of our members who participated and helped Make-A-Wish reach historic fundraising levels. NYSCOPBA has a long standing relationship supporting the Make-A-Wish chapters throughout New York State and our members recognized the importance of giving back in the communities they work and live in." – stated NYSCOPBA President Michael Powers.