



FOR IMMEDIATE RELEASE

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AWC's Charity Week Helps Grant Children's Wishes

COLLEGEVILLE, PA - January, 2011 – Allied Wire & Cable's customers raised a total of \$12,808.64 during their Fourth Annual Charity Week which ran from December 13th to 17th. The company asks customers to vote for a charity to receive a large donation, while other selected charities receive smaller contributions. For the second year in a row, the Make-a-Wish Foundation was voted as the main beneficiary.

On January 6, Dennis Heron, President and CEO of the Make-A-Wish Foundation of Philadelphia & the Susquehanna Valley, and Karen Traten, Director of Development, visited Allied Wire & Cable's Collegeville Headquarters to accept a check for \$11,808.64. This is the second year in a row that the Make-A-Wish Foundation has been the main beneficiary of Allied's Charity Week.

The Charity Week tradition began four years ago and is now held during the holiday season every year. During the week designated as Charity Week, a percentage of all sales is donated to charitable organizations. Because the amount of the donations is up to the customers and their orders, they are asked to play an active role in the charity selection, voting for the organization of their choice in an online poll. While the results were close, Make-A-Wish came out on top of the vote for the second year in a row, giving them the majority of the proceeds.

Over the course of the Fourth Annual Charity Week, which ran from December 13th to December 17th this year, a total of \$12, 808.64 was raised. That money benefitted a diverse selection of local and national charities, including the Make-A-Wish Foundation, as well as the ASPCA, the Coalition to Salute America's Heroes, the Cystic Fibrosis Foundation, and the Meals on Wheels Association of America, which each received a check for \$250.00.

This year's big donation will help Make-A-Wish grant the wishes of children with life-threatening illnesses. These wishes can cost upward of \$7,000 each and range from asking for a new laptop to wishing for a family vacation to Disney World. The work of the Make-A-Wish Foundation gives hope and joy to families who truly need it.

As a family-owned and operated company, Allied has always put people first and made giving back to the community a priority. AWC is proud to donate to the Make-A-Wish Foundation and looks forward to maintaining a close relationship with the charity in the future.



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About Allied Wire & Cable, Supplier of Electrical Wire

Allied Wire & Cable is a family owned and operated wire and cable distributor and value added manufacturer. Allied services many of the largest industries in the country, including the government and the military, as well as the aerospace, automotive and telecommunications industries. Dedicated to providing the best and most personalized service possible, Allied offers customization services, including cut and strip, printing, dyeing, striping, twisting, and more, so that customers can get their wire and cable exactly the way they need it. Allied also assigns individual sales reps to customers, providing a single point of contact to guide them through the cable buying process. Headquartered in Collegeville, PA, Allied has offices in Florida, New Hampshire, South Carolina, Tennessee, Texas and Wisconsin, along with several warehouses across the country. In December 2010, Allied opened its newest stocking facility in Las Vegas, Nevada. For more information on Allied Wire & Cable, please visit www.awcwire.com.