



EMPERORS PALACE

THE PALACE OF DREAMS

Reach for a Dream at the Palace of Dreams

Emperors Palace to sponsor Reach for a Dream's 25th year birthday celebration

Reach for a Dream, the foundation that makes dreams come true for children fighting life-threatening illnesses, celebrates its 25th anniversary this July. The organisation's birthday party will be hosted by Emperors Palace on 17 August 2013 with a celebratory gala dinner.

Vusi Zwane, Peermont Corporate Affairs and CSI Executive, says that it is both a privilege and honour to be the hosts of this inspiring event. "There is no more fitting venue for Reach for a Dream to celebrate a quarter century of making dreams come true than at the Palace of Dreams. We believe in the power of dreams to inspire hope and courage and to help sick children to believe that tomorrow is worth fighting for. That is why Emperors Palace has been a proud sponsor of Reach for a Dream for the past 6 years," adds Zwane.

Founded in 1988, Reach for a Dream has fulfilled over 12 000 dreams and touched the lives of over 30 000 children through its projects and outings.

CEO of Reach for a Dream, Julia Sotirianakos, says that the impact of each dream fulfilled lingers and the foundation strives to go beyond imagination to fulfil dreams and inspire hope in the hearts of these special children. "By fulfilling children's dreams, we enable them to experience a fun aspect of life which they do not get to participate in due to their illness. The positive effect of the 'dream come true' often helps children respond better to their medication," explains Sotirianakos.

Reach for a Dream relies on donor support and has been able to operate in South Africa for 25 years thanks to the many organisations that have opened their hearts to help fund its work. Now Emperors Palace will be honouring the achievements of the Foundation by volunteering to be the anchor sponsor for the 25th birthday celebrations.

"We would not have been able to reach this milestone without the wonderful and ongoing support from all our donors, such as this generous sponsorship from Emperors Palace. Without their help we would not

be able to make a difference in the lives of these children fighting life threatening illnesses,” says Sotirianakos.

To celebrate 25 years of fulfilling dreams and special projects for children in hospitals and homes across South Africa, Reach for a Dream will be hosting many special events for their dreamers and families. A carnival themed birthday bash will be held in each of the 7 regions nationwide during the month of July for the dreamers, their families, donors and friends of the foundation in celebration of the 25-year milestone.

Emperors Palace is a Peermont resort. For further information visit www.emperorspalace.com or call +27 (0)11 928 1000. Like us on Facebook or follow us on Twitter @emperorspalace.

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About Emperors Palace

Conveniently located alongside O.R. Tambo International Airport in Johannesburg, South Africa, **Emperors Palace Hotels Casino Conventions and Entertainment Resort** combines timeless classical elegance and sheer excitement. With luxurious **accommodation** in four unique hotels, a glorious health and beauty **spa**, a magnificent **casino** with unparalleled gaming enjoyment, the finest in **dining** options, spectacular **entertainment** choices including a state-of-the-art cinema complex, world-class **conference** facilities, and **impeccable service**. The five-star **D'oreale Grande Hotel** at Emperors Palace was awarded the **2013 TripAdvisor Certificate of Excellence** in recognition of its world-class status. Emperors Palace is the ultimate family destination.

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