



MAKE-A-WISH® MICHIGAN

# LEADER IN JOY

## Jim Berline

Jim's passion for the Make-A-Wish mission began in earnest with the granting of Alex's wish. His firm, BERLINE, created the renowned public service announcement that has reminded millions of people of Alex's special request to "try a smile." This important and timeless message has been airing for more than 15 years and serves as an inspiring part of Alex's legacy. Jim turned his passion into an impressive 12-year tenure of board service, including three terms as chairman, and actively continues his advocacy for our mission and wish children.

"Make-A-Wish Michigan is such an amazing charity that does incredible work in our communities. It has been an honor and a privilege to have been part of the Make-A-Wish family and to have been able to make a contribution to the fulfillment of its mission.

**Make-A-Wish will remain an important part of my life indefinitely."**



- Jim Berline



Michigan

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