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**\*\*\*UPDATED ADVISORY\*\*\***

## **Bloom's Wish of a Lifetime Soars to New Heights**

Boulder, Colorado – August 29, 2009 – Jeremy Bloom's Wish of a Lifetime (JBWL) takes to the sky in enriching the lives of low-income seniors. The Foundation is gearing up to grant the *Wish of a Lifetime* of Lucy Gallegos, a 72-year-old grandmother of six, whose life long wish has been to skydive. "It's a wish that's always been there, but I didn't know that I would ever do it or even have the guts to do it," Gallegos said. "When I learned of Jeremy's Foundation, I thought 'if I'm ever gonna jump, this is my chance.'"

As Gallegos embarks on her high flying adventure on August 29, 2009, she will have encouragement by air and by land. Two-time Olympic Skier and former NFL football player, Jeremy Bloom, who founded the foundation, will jump alongside Gallegos. "I'll be there along her side if she needs a little nudge," Bloom said, "I won't push her out of the plane, but I'll give her some encouragement." And by ground, her daughter and grandchildren will be anxiously awaiting her arrival as they cheer her on.

Bloom founded the Foundation in living honor of his grandmother, Donna Wheeler, who at the age of 83 still works and lives in Summit County and serves as a constant inspiration to Jeremy in his personal, athletic and professional endeavors. The Colorado based Foundation plans to launch their second chapter in 2010 to further their mission in serving seniors on a national level. In its second year, the Foundation has granted a wide array of wishes to deserving seniors from a fly-fishing adventure, a date with Bloom, to flying a woman to Arizona to visit her daughter who was battling cancer. "That's the beauty for me to this foundation: in making dreams come true," Bloom said. "That's what my life has been all about. Looking into the eyes of individuals that I played a small part in changing their life – it's better than any gold medal I've ever won."

Lucy's Wish has been donated in-full by Colorado SkySports Skydiving in Boulder, Colorado. Pre-interviews can be scheduled with Gallegos and Bloom from 10AM-11:30AM at Boulder Municipal Airport, located 3335 Airport Rd. # E, Boulder, Colorado 80301. The skydive is scheduled for Noon and the duo will land at the Boulder Reservoir, where media are advised to gather for footage and post-jump interviews. All interested media must coordinate with the Foundation prior to the jump.

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Jeremy Bloom's Wish of a Lifetime (JBWL) enriches the lives of low-income seniors.

*Important Links:*

JBWL in the NY Times: <http://www.nytimes.com/2009/04/26/sports/26bloom.html?ref=sports>

Nominate a senior for the *Wish of a Lifetime*: [www.wishofalifetime.org/wish](http://www.wishofalifetime.org/wish)

Short DVD on how we are changing lives: [www.wishofalifetime.org/wish/nancy-video](http://www.wishofalifetime.org/wish/nancy-video)

Help grant a wish today: [www.wishofalifetime.org/donate](http://www.wishofalifetime.org/donate)

To submit a media request and for further information please contact Katelyn Sellers, JBWL Executive Director, c.720.975.3009, e. [director@wisofalifetime.org](mailto:director@wisofalifetime.org), w. [www.wishofalifetime.org](http://www.wishofalifetime.org). t. @JBWishLife