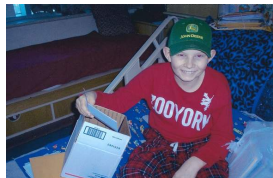


1 Million Get-Well Cards for Max

Written by Written by Julia Swem

Tuesday, 26 April 2011 10:48 - Last Updated Thursday, 28 April 2011 16:18

Five Hallmark stores across Arizona are helping Mighty-Max Low, a 12-year-old boy sick with Leukemia, reach his goal of receiving 1 million get well cards.



Low was diagnosed in 2004 and has been battling the disease ever since. Anni Besch, a friend of the Low family, said his wish to receive 1 million cards started three years ago but soon lost steam and petered out.

Besch said his condition goes up and down. She said on January 21 his cancer came back and the doctors told Bambi Low, Max's mother, to enjoy her final days with him because he was not responding to treatment.

"Bambi actually came up and asked me to write his eulogy," Besch said. "I was like sure but I really hope it doesn't come to that."

That's when Besch wrote a blurb on her Facebook wall asking her friends to keep him in their prayers.

Her friends started to repost her status and Low's goal started to gain international attention and the number of cards being sent drastically increased.

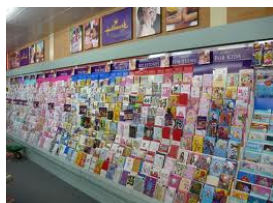


As of April 25, Low has received 152,727 cards and Christina Bravo, sales associate of Amy's Hallmark at Tempe Marketplace, said she thinks Hallmark can make a large dent in helping Low reach his goal.

"We ask every costumer if they want to participate and most people don't walk away without donating a card," Bravo said.

Regionally, four other Amy's Hallmarks have gotten involved including Amy's Hallmark at SanTan Village Mall in Gilbert, Scottsdale Fashion Square, Fiesta Mall in Mesa and Gilbert Crossroads Town Center.

Involvement in the campaign ranges from informing as many people as possible to raising 1,000 cards at Scottsdale Fashion Square.



Kristi Ernsting, a spokes person for Hallmark Cards Inc., said even though Hallmark Inc. does not support the campaign corporatewide because of the volume of donation hoaxes, Hallmark might play a large role in helping Low meet his goal.

"It's hard to be sure how much of a difference Hallmark could make but word of mouth is certainly helpful," Ernsting said. "The more people know the more likely it is that he will reach his goal."

Bravo said a lot of people have not heard of Low's story but most seemed to really be touched. In the first four hours of the first day the store donated about 20 cards and continues to donate about 50 per day, she added.

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"Everyone really seems to be inspired by this 12-year-old boy," Bravo said. "He could ask for anything but instead simply asks for people's support through donating cards."

Jennifer Freeman, store manager of Amy's Hallmark at Scottsdale Fashion Square Mall, agreed.

"We feel for him and his family and if people could just give it would let him know that our thoughts are with him," Freeman said.

Today, Low's condition has improved. He received a bone marrow transplant from his father on April 14 and is on the road to recovery.

To get continuing updates on Low visit his official facebook page at <http://www.facebook.com/profile.php?id=100002205420427&ref=ts>.

To donate a card to Low send it to:

Mighty Max Low

P.O. Box 111

Neola, Iowa 51559