

## Source 21: Sir William Hillary receives support from the King of Denmark

On 7 December 1824, the *Rising Sun* took pride in printing a copy of a letter Sir William Hillary had received showing how his appeal caught international attention and gained support from the Royal families of Europe. This is like celebrity endorsement today.

By associating themselves with such a successful and noble cause, people could share in this sense of pride and so the charity continued to gain supporters.

**COPY OF A LETTER**

From His Excellency Count Moltke, Envoy Extraordinary and Minister Plenipotentiary from His Majesty the King of Denmark, at the Court of London, addressed to Sir William Hillary, Baronet:—

SIR,

By command of my Most Gracious Sovereign, I have the honour to communicate to you, His Majesty's approbation and satisfaction, derived from the perusal of your "Appeal" in favour of shipwrecked crews, which his Majesty looks upon in the light of a most humane and philanthropic work, and extremely encouraging to seafaring men. His Majesty has ordered me to express to you, his wishes for the complete success of the undertaking.

His Royal Highness Prince Christian of Denmark, has likewise charged me to assure you, that he entirely participates in the sentiments of His Majesty, above expressed.

It is with the utmost satisfaction that I have the honour of transmitting to you the above communications, and to congratulate you on the distinguished manner in which your plan has been received in this country.

I have the honour to be, Sir,

Your most obedient humble servant,  
**MOLTKE.**

(Signed)  
To Sir William Hillary, Bart.

*Rising Sun*, 7 December 1824  
Courtesy: Manx National Heritage

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1. How might readers of this letter be influenced to react towards the institution set up to carry out Hillary's campaign for saving lives at sea?

2. What campaigns/charities have been endorsed by celebrities over the years and what campaigns/charities are endorsed by celebrities today?

3. How does celebrity endorsement help a campaign?