



Ronald McDonald Houses Creating Alberta's Largest Family Photo

Ronald McDonald Houses across Alberta join together for a brand new fundraising campaign

(June 29th 2016 – Edmonton, Alberta, For Immediate Release) – On Monday, June 27th, Ronald McDonald Houses across Alberta launched an innovative online campaign that promotes Albertan families as well as raising funds for the Houses. Every person who donates to one of Alberta's three Ronald McDonald Houses will get the opportunity to submit their own family photo that will help build Alberta's largest family photo.

"We are so excited to have the opportunity to not only highlight families in Alberta, but also to highlight families helping families," says Suzanne Pescod, Director of Communications with RMHCNA, "And to combine forces with the other two houses in Alberta makes a big impact for the entire province."

Families staying at Ronald McDonald Houses come for a variety of reasons but have the most seriously ill or injured children. Fundraising allows the Houses to provide accommodation, support and programs and services that can reduce the emotional and financial stress affecting families in the middle of a crisis.

"There is no minimum to participate so that all families who want to help other families, are not excluded from participating," says Pescod.

Updates to Alberta's largest family photo will be shared weekly through social media and the campaign runs until July 31st, 2016. The final photo will be released online following the August long weekend.