



Red Shoes Step Up for Ronald McDonald House

Networking organization creates opportunities for professionals and families in need

Edmonton, Alberta, (March 18th, 2016 - For Immediate Release) - In a tough economic year for many organizations, the Red Shoe Society of Edmonton has made a commitment to the Ronald McDonald House by promising to raise \$50,000 over 5 years.

As a way of recognizing the commitment by the Red Shoe Society, the Ronald McDonald House will be renaming their family room as the 'Red Shoe Society Room'.

"Our donation ensures RMHCNA can continue to support families that are in crisis. The naming of this room is an incredible honour for us. The family room is a place where families can build memories, experience normalcy and simply connect; we are proud to be a part of it," says Linsey Snell, Board Chair for the Red Shoe Society.

The organization is a networking group who fundraises for the Ronald McDonald House. They have been active in the community for several years, and the founders of the Red Shoe Crawls held annually on Whyte Ave and 124 Street, promoting RMHCNA and local businesses.

"It's important to us to recognize our amazing ambassadors, and the Red Shoe Society has been there for us at every turn. From monthly Meals that Mend, to fundraising and volunteerism, they are an integral part of our support system," says Suzanne Pescod, Director of Communications.

The Red Shoe Society will be hosting a membership drive at the Ronald McDonald House on March 22nd, which will feature tours of the House as well as a chance to get to know board members. It will also include the official naming ceremony of the Red Shoe Society Room. The event begins at 5:30pm.

About Red Shoe Society

The Red Shoe Society (RSS) is a diverse network of like-minded community leaders that come together to fulfill our vision of Giving. Growing. Together. For Ronald McDonald House Charities Northern Alberta (RMHCNA). We contribute to the community through volunteering, hosting social/fundraising events and building new relationships.

About Ronald McDonald House Charities® Northern Alberta

All Ronald McDonald Houses are independently owned and operated non-profit organizations. Ronald McDonald House Charities® Northern Alberta (RMHCNA) provides temporary and affordable accommodation for families whose children are being treated in one of Edmonton's medical facilities. The 42,000 square foot RMHCNA features 32 private family suites and provides a home-away-from-home for families coming to Edmonton to seek treatment for their seriously ill or injured child.

-30-

For information about RMHCNA contact:

Suzanne Pescod, Director of Communications,
RMHCNA

E: suzanne@rmhcna.org

P: 780-439-5437 ext. 249

C: 780-904-2885

For information about the Red Shoe Society contact:

Robbie Kreger-Smith

E: hello@redshoesocietyna.com

P: 587-989-4706



MEDIA ADVISORY - Photo/Interview Opportunity

- WHO:** Ronald McDonald House Charities and the Red Shoe Society – Leaders from both organizations will be on hand for interviews.
- WHAT:** Ronald McDonald House Charities Northern Alberta and the Red Shoe Society are unveiling the newly named Red Shoe Society Family Room.
- WHEN:** **Tuesday March 22nd, 2016**
5:30pm: The Ronald McDonald House will unveil the newly named room with the Board and members of the Red Shoe Society.
***For detailed schedule of events please contact Suzanne Pescod at suzanne@rmhcna.org or 780-904-2885.**
- WHERE:** **RMHCNA**
7726 – 107 Street
Edmonton, AB
- WHY:** In a tough economic climate, support from community members and organizations like RSS is vital to ensure that RMHCNA can sustain its programming and services for families with seriously ill or injured children.

About Ronald McDonald House Charities® Northern Alberta

All Ronald McDonald Houses are independently owned and operated non-profit organizations. Ronald McDonald House Charities® Northern Alberta (RMHCNA) is the only facility in Edmonton and the surrounding area that provides temporary and affordable accommodation for families whose children are being treated in one of Edmonton's medical facilities. RMHCNA features 32 private family suites and provides a home-away-from-home for families coming to Edmonton to seek treatment for their sick child.

For more information please contact:

Suzanne Pescod, Director of Communications
Phone: 780-904-2885 or 780-439-5437 ext. 249
Email: suzanne@rmhcna.org