



## **RMHCNA and CBS partner up to help families Families and volunteers help Light the House and support Canadian Blood Services**

**(December 7<sup>th</sup>, 2015, Edmonton, Alberta – For Immediate Release)** On December 8<sup>th</sup>, 2015, RMHCNA and Canadian Blood Services are partnering together to support families in need during the holiday season.

“The majority of our families rely on blood and blood products at some point during their time in treatment, and we want to ensure that the public knows one way to support our families is by donating blood,” says Suzanne Pescod, Director of Communications with RMHCNA.

Volunteers, staff and family members of RMHCNA are spending the day donating blood and blood products, while volunteers from Canadian Blood Services are helping decorate the Ronald McDonald House and preparing a Meals that Mend dinner for the families and staff at RMHCNA.

“Collecting blood during the holiday season can be challenging as many donors are traveling or busy with family,” says Robyn Westbrook, Territory Manager with Canadian Blood Services. “We are pleased to partner with RMHCNA on the Wrap It Up Red campaign to remind donors that by taking just over one hour out of their schedule this December, they are helping to ensure other families are able to spend time with their loved ones.”

The evening will be capped off by a Lighting the House ceremony at the Ronald McDonald House that helps kicks off the **#lightthehouse** campaign aimed at raising funds for RMHCNA.

### **For more information, please contact:**

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### **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. Since 1985 RMHCNA has helped over 19,000 families. Website: [www.rmhcna.org](http://www.rmhcna.org)