



Ronald McDonald
House Charities®
Northern Alberta

Ronald McDonald House® Heroes celebrate MOM

Donors lend a helping hand to provide gifts and respite for Mother's Day

For Immediate Release – (Friday, May 12th, 2017, Edmonton, Alberta). Families staying at the Ronald McDonald House® in Edmonton are getting a helping hand in celebrating Mother's Day this weekend. KDM Management Inc. has organized a pop-up shop for kids to find gifts for mom and to provide mothers with some spa treatments.

"This is our third year doing it – and as a team we feel lucky to be able to lift everyone's spirit," says Rosanna Fischer, Vice President and Owner of KDM Management Inc. "This is our opportunity to do something more and maybe even inspire others to find ways to give back."

For several hours on Saturday the pop-up shop will be available for kids to do some shopping for mom, at no cost to the families. The gifts are brought in and all the kids need to do is pick what they think mom will love. While the shopping is happening, moms will be treated to manicures and pedicures also provided by KDM Management Inc.

"Moms get us to the start line of everything good in our lives. This Mother's Day celebration is a salute to the difference mom's of critically ill children make in their families lives." says Martin Dugas, CEO of Ronald McDonald House Charities Northern Alberta. "Saturday is going to be full of smiles, fun, and maybe even some normalcy for these families. On Sunday, when these kids get to see their moms open up those special gifts – they will have memories to last a lifetime."

KDM Management Inc. does a similar pop up event for Father's Day.

On September 22, 2016, KDM Management Inc. opened the Time For You room at the Ronald McDonald House which allows caregivers and children the opportunity to practice self-care and receive respite through volunteer and donated services like hair styling, massage therapy, esthetics and multiple other practices.