



Ronald McDonald House Celebrates with Fourth Annual Block Party

A yearly tradition supporting families in need and celebrating the Edmonton community

(June 20th, 2016 – Edmonton, Alberta, For Immediate Release) – On Sunday June 26th thousands of Edmontonians will head to the field across from the Ronald McDonald House® to celebrate the fourth annual Block Party. This event is a thank you to all of the individuals, families, and partners for their continued support of the Ronald McDonald House.

“Every day we see the incredible impact our community has on our families and our mission,” says Martin Dugas, CEO of RMHCNA, “Block Party is the one day every day we get to celebrate our community with everyone together at the same time.”

The event features a main stage with music provided by Alberta Music and the Northern Alberta Jubilee Auditorium. Acts performing this year include Samantha King and Captain Tractor alongside several other Edmonton bands. A full list of performances can be found at www.rmhcna.org.

Along with music, there will be over 40 games and activities for families of all ages, including food and beverages to enjoy while taking in the main stage. Representatives of the municipal and provincial government will bring greetings to the crowd, and event emcees include Erin Isfeld, Cassie Campbell-Pascall, and Chris Scheetz and the CISN Morning team.

The Block Party gives attendees the chance to learn more about how the Ronald McDonald House helps families with seriously ill or injured children through programs and services.

The #RMHCNABlockParty happens rain or shine, and everyone is invited to attend!

At A Glance:

- Over 200 volunteers at the 4th Annual Block Party;
- 10,000 people attended in 2015;
- Over 40 vendors providing games and activities;
- Proudly sponsored by McDonalds, Alberta Music, and the Northern Alberta Jubilee;
- Located in the field across from RMHCNA at 7726 107 street;
- 7 Albertan musical acts perform throughout the day.