



## **Ronald McDonald House Opens Beautiful Salon Space**

Innovative thinking and partnerships bring families added comfort during difficult times

(Edmonton, Alberta - For Immediate Release, September 22<sup>nd</sup>, 2016) – A mom sat in the kitchen of the Ronald McDonald House® with a brand new haircut, looking much more relaxed than she had in weeks.

“She looked so much more refreshed than she had in weeks,” says RMHCNA CEO Martin Dugas, “But when I walked up to her to ask how she was doing, she completely dissolved into tears”.

When Dugas was able to get her to open up, she looked at him and told him that this haircut was the first time in weeks she had really seen herself, and taken a few minutes to look after herself.

“It was an incredible moment, every day we see parents who spend every single waking (and sleeping) minute worrying about their child in hospital – they never, ever take any time to look after themselves, you can see many would feel too guilty about taking that time for themselves”, says Dugas.

This mom had received a free haircut from one of the many volunteer stylists who come to the House each month and provide services for the families during the evening in the House’s classroom. This small act creates an enormous ripple effect on the attitudes and emotional health of the families who receive these gifts of generosity, and time.

“We were looking for an opportunity that would create something lasting,” says Rosanna Fischer, VP of KDM Management Inc., “The inspiration came from the evident need of a space that would allow moments of respite and normalcy during the most challenging times that families could endure”.

And so on September 22<sup>nd</sup>, the Ronald McDonald House celebrates the grand opening of the aptly named “Time for You by KDM” salon space inside the House. It is a serene and calming atmosphere, equipped to provide services like hair and aesthetics, but can also be converted to include a massage table for other respite services provided by volunteer practitioners.