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FOR IMMEDIATE RELEASE



#RMHCDAYTON PART OF NATIONAL GIVING INITIATIVE

Ronald McDonald House of Dayton joins #GivingTuesday to raise awareness and funds during *Season of Giving*



DAYTON, OH – November 24, 2014: In celebration of the Ronald McDonald House Charities national *Season of Giving* campaign, The Ronald McDonald House of Dayton has partnered with GivingTuesday.org (#GivingTuesday), a non-profit organization that aims to transform how people think about, talk about and participate in the holiday season.

Taking place December 2, 2014 – the Tuesday after Thanksgiving – #GivingTuesday will harness the collective power of personal and corporate philanthropy and social media to create a national movement around the holidays dedicated to giving, similar to how Black Friday and Cyber Monday have become days that are synonymous with holiday shopping.

The Ronald McDonald House of Dayton has joined #GivingTuesday to celebrate the spirit of holiday giving by highlighting the importance of philanthropy and community support. Rita Cyr, CEO, RMHC of The Miami Valley Region, states "RMHC was founded on the idea that there is strength in numbers. That there is strength in the number of donors, volunteers, programs and families that make up our network of healing. The #GivingTuesday model directly aligns with this founding principle and allows us to continue to provide the families we serve with the gift of togetherness. We are proud to be a #GivingTuesday partner."

In the coming week, The Ronald McDonald House of Dayton will help raise awareness of #GivingTuesday through social media and email campaigns, encouraging its supporters to join this unique call-to-action and give back.

Those who are interested in joining the Ronald McDonald House of Dayton's #GivingTuesday initiative can visit www.rmhcd Dayton.org.

For more details about the #GivingTuesday movement, visit the #GivingTuesday website (www.givingtuesday.org).

About Ronald McDonald House of Dayton

The Ronald McDonald House of Dayton provides a temporary home-away-from-home for families of critically ill, hospitalized babies and children and supports efforts that improve children's health within our region. Ronald McDonald House of Dayton is a private nonprofit organization. The RMH of Dayton is

autonomous, with its own Board of Trustees, responsible for the governance of the organization. The Ronald McDonald House of Dayton is not owned by Dayton Children's, nor by McDonald's Restaurants, and is responsible for its own fundraising. All Ronald McDonald House Charities Chapters are licensed by McDonald's to use certain names and trademarks.

About Ronald McDonald House Charities

Ronald McDonald House Charities, a non-profit, 501 (c) (3) corporation, creates, finds and supports programs that directly improve the health and well-being of children. Families and children being cared for at seventy-three percent of the most prestigious children's hospitals in the world benefit from one or more of the RMHC core programs. Its programs are grassroots-driven to enable the Charity to offer help where children need it most - right in their own communities. RMHC makes an immediate, positive impact on children's lives through its global network of local Chapters in 52 countries and regions and its three core programs: the Ronald McDonald House®, Ronald McDonald Family Room® and Ronald McDonald Care Mobile®. RMHC and its global network of local Chapters have awarded millions of dollars in grants to support children's programs around the world. These programs and grants provide a bridge to quality health care and gives children what they need most to heal, their families.

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