

SAMPLE PRESS RELEASE

(To be placed on Group, School or Organization Letterhead)

Contact: [Name of organization representative who is qualified to talk with reporters]

School, Group, or Organization name:

Telephone number:

Release date:

NEWS RELEASE

[Group, School or Organizational] has launched a new recycling program with the end goal of joining the Thanks a Million Club of Cincinnati's Ronald McDonald House.

The staff [and students] of [Group, School or Organizational] are collecting pull tabs and donating them to Cincinnati's Ronald McDonald House to assist families of critically ill children. Cincinnati's Ronald McDonald House provides an affordable "home away from home" for families and their children seeking medical treatment at Cincinnati Children's Hospital Medical Center or other area hospitals. Guest families of RMH are asked to donate \$25 per night, but no one is turned away due to inability to pay. Although operating costs per room are actually \$100 per night, the average amount donated per night from families is just \$10. 100% of the funds raised by pull tab donations go toward funding the deficit.

Cincinnati's Ronald McDonald House earns between \$13,000 and \$17,000 each year from recycling pull tabs. They hope to increase this amount with our help. Nation-wide, the charity earnings would be in the hundreds of thousands of dollars. With the support of groups like [Group, School or Organizational], billions of tabs have been collected and recycled.

In November 1982, Cincinnati's first "Children's Family House" opened its doors with 21 rooms. By November 2001, a new Ronald McDonald House opened at 350 Erkenbrecher Avenue, directly adjacent to Cincinnati Children's. The House features all the amenities of home, including private bedrooms and bathrooms, family rooms, home-cooked meals, a common dining room, laundry facilities, playrooms, an exercise room and on-site parking. A 2009 expansion brought the total number of rooms to 78, allowing the House even more families each year. With the support of [Group, School or Organizational] Ronald McDonald House will continue to serve the families by providing them with rest and support they need to remain strong for their hospitalized child.

For more information on how you can help [Group, School or Organizational] collect tabs, contact [coordinator] at [telephone/email].

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