



**Ronald McDonald
House Charities®**
Alabama

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FOR IMMEDIATE RELEASE

Ronald McDonald House Charities of Alabama Announce \$7.5 Million Expansion to Reduce Waiting List *Healing Together: The Campaign to Expand Our House*

Birmingham, Ala., August 8, 2016 – Ronald McDonald House Charities of Alabama has announced a \$7.5 million campaign which will add a new 28,543-square-foot wing to almost double occupancy for more families to heal together. “With \$6,025,000 raised to date, we are confident that the public will rally to help RMHCA reach our goal,” announced Campaign Co-Chair Jeff Logan of the Birmingham Barons.

Wil Puckett, Campaign Co-Chair and Treasurer of RMHCA explained, “Our 26-member Campaign Steering Committee and 20-member Major Gifts Committee led by Major Gifts Co-Chairs Emmett McLean and Eva Robertson have generated support for more than 130 donors including a \$500,000 challenge gift from Co-Founder Max Cooper to help match gifts and pledges as we raise the last \$1.5 million.”

Pediatric patients and families are drawn to Birmingham regionally and nationally for destination medical treatment programs. The current 41 guest suite Ronald McDonald House in Birmingham opened debt-free in 2007 one block from Children’s of Alabama and UAB, but it is not able to meet the demand for their services. On average, there are 12 families on the waiting list each night for a room. The waiting list skyrocketed to as many as 55 families during the summer of 2015. This expansion will almost double the occupancy of the House and reduce the number of families on the waiting list.

“Ronald McDonald House Charities of Alabama is so much more than a place to sleep. We are a support center where families find comfort, encouragement and hope among each other,” said Katherine Estes Billmeier, CEO of Ronald McDonald House Charities of Alabama, “keeping families close is so important to healing.”

The new three story wing will add 28 guest suites, family living rooms and laundries on the 2nd and 3rd floors, and also include five extended stay apartments. In addition to the new guest rooms, a family center will be added on the first floor with a new main resident dining room, a volunteer kitchen, a game room and two cozier family living rooms. The renovations of the existing first floor will also repurpose space to provide a second resident kitchen, expanded resident lockers, a meditation room, fitness room, toy store and meeting room.

Ronald McDonald House Charities of Alabama is excited to be working with Williams Blackstock Architects to design the improvements and Brasfield & Gorrie has been named as the project's construction general contractor. Groundbreaking is expected in early 2017 and the project should take 10 months to complete.

Those who wish to donate toward the Healing Together campaign can contact Kathy Robson, RMHCA's Director of Development at kathy.robson@rmhca.org or (205) 638-7258. You can also learn more online at www.RMHCA.org/expand.

About Ronald McDonald House Charities of Alabama

Ronald McDonald House Charities® of Alabama (RMHCA) is a non-profit, 501(c) (3) organization, providing a safe, affordable, supportive home away from home for sick or injured children and their families when they travel to Birmingham for medical treatment. In 2015, the charity cared for 705 families from across Alabama, 14 other states, and 3 other countries. The Ronald McDonald Family Room® at DCH Regional Medical Center in Tuscaloosa serves both the Pediatrics and Neonatal Intensive Care Unit, and provides a place for parents and siblings of hospitalized children to go for an escape all while remaining footsteps from the bedside of their child. To learn more about how RMHCA works to improve the health and well-being of children and families in Alabama, visit www.rmhca.org or follow us on social media @RMHCAAlabama.

About Ronald McDonald House Charities

Ronald McDonald House Charities (RMHC), an independent non-profit 501(c) (3) corporation, creates, finds and supports programs that directly improve the health and well-being of children. Through its global network of local Chapters in 58 countries and regions, its three core programs, the Ronald McDonald House®, Ronald McDonald Family Room® and Ronald McDonald Care Mobile®, and millions of dollars in grants to support children's programs worldwide, RMHC provides stability and resources to families so they can get and keep their children healthy and happy. All RMHC-operated and supported programs provide access to quality health care and give children and families the time they need together to heal faster and cope better.

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