



RONALD McDONALD
HOUSE CHARITIES
OF TAMPA BAY

Media Contact:

Kelsey Marineau

Kelsey@McDonaldsHomes.com

(813) 258-6430 ext. 2

Mission:

The mission of Ronald McDonald House Charities is to create, find and support programs that directly improve the health and well being of children.

We believe that when you change a child's life, you change a family's, which can change a community and ultimately the world. We strive to be part of that change and part of the solution in improving the lives of children and their families.

28 Columbia Drive
Tampa, Fla. 33606-3584

Phone: (813) 258-6430

Fax: (813) 258- 6517

www.rmhc-tampabay.com

Company History

Ronald McDonald House Charities of Tampa Bay

Many families travel near and far to receive treatment for their critically ill or injured children. The length of treatment can be a week, a month or even a year. Distance can be difficult for families and children in need and RMHC are here to lend a helping hand.

Ronald McDonald homes around the world offer families a way to stay together during this difficult time. We are a non-profit 501 (c) (3) corporation and have been in establishment for 35 years. There are currently 288 houses in 52 countries and regions around the world.

In 1978 Ronald McDonald House Charities introduced the idea of opening the first Florida House in St. Petersburg. The St. Pete West House opened in 1980 next to All Children's Hospital. It was the 17th RMHC to open nationwide and features 18 bedrooms.

In 1989 the Board of Directors approved the concept of a new Ronald McDonald House near Tampa General Hospital and in 1992 the Tampa House opened with 14 bedrooms.

Four years later the largest single House in the country opened in St. Petersburg. The 34 bedroom complex is now known as St. Pete East and is also located near All Children's Hospital. .

By 2005, RMHC of Tampa Bay had served more than 29,000 families since its first House opened 1980.

In 2006 RMHC of Tampa Bay, in partnership with the University of South Florida's Department of Pediatrics, launched Tampa Bay's Ronald McDonald Care Mobile to bring free educational and preventative medical and dental services to underserved children.

RMHC of Tampa Bay's newest house, St. Pete Central, is set to open at the end of 2009. This unique House, which will offer 14 bedrooms, will be located inside All Children's Hospital Outpatient Care Center for those families who cannot leave the hospital.

For 29 years RMHC of Tampa Bay have provided comfort and care to children and their families. We strive to continually improve and expand our program based on the communities needs, but we don't do it alone. We thank all the medical communities, organizations and donors for their wonderful contributions for without their help we would not be in establishment today. We hope to help even more families this year and continue to improve the health and well being of children all around the Tampa Bay area.

Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar

of upcoming events or a special offer that promotes a new product.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher



Caption describing picture or graphic.

offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.

Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed inter-

nally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that

"To catch the reader's attention, place an interesting sentence or quote from the story here."

is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands

of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image



Caption describing picture or graphic.

near the image.

Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

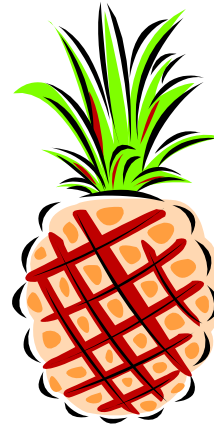
While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar

of upcoming events or a special offer that promotes a new product.

You can also research articles or find “filler” articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your



Caption describing picture or graphic.

newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.

Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed inter-

nally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

“To catch the reader's attention, place an interesting sentence or quote from the story here.”

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands

of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image



Caption describing picture or graphic.

near the image.

Business Name

Primary Business Address
Your Address Line 2
Your Address Line 3
Your Address Line 4

Phone: 555-555-5555
Fax: 555-555-5555
E-mail: someone@example.com



Your business tag line here.

We're on the Web!
example.com

This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is

small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a

biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.



Caption describing picture or graphic.