



FOR IMMEDIATE RELEASE

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Walking the Runway for a Great Cause

9th Annual Bella Casa Fashion Show benefits Ronald McDonald House Charities[®] of CNY

SYRACUSE, N.Y. – Ronald McDonald House Charities[®] of Central New York will host its annual Bella Casa Fashion Show on Tuesday, April 11, 2017, at the Holiday Inn in Liverpool. Now in its ninth year, the annual event helps raise much-needed funds to support the hundreds of guest families who rely on the CNY Ronald McDonald House each year as a place to stay together when they are going through the unthinkable.

Beginning at 5:30 p.m., community members are invited to join the organization and enjoy hors d'oeuvres, drinks and food stations, and go shopping at over 30 local vendors. Vendor booths will feature clothing, jewelry, handbags, health and beauty products, and various services. Attendees will also have the opportunity to participate in a silent auction featuring a mobile bidding capability allowing participants to bid on various themed baskets directly from their own cell phones. In addition to auction items, assorted raffle prizes will also be given away throughout the evening.

The main event of the evening, the fashion show, will start at 8 p.m. More than 50 individuals from local media groups, businesses, organizations, health care facilities and more will model the latest fashions from local shops and boutiques. Fashions will be provided by Giovanni's Tuxedos, Indie Kids, Jet Black, Koolakian's Menswear, Manny's, Mr. Shop, Showoffs Boutique, Spybaby Boutique and The Changing Room.

In 2017, Ronald McDonald House Charities of Central New York will celebrate 35 years of keeping families close together at the CNY Ronald McDonald House. The House provides the convenience of a comfortable room and warm bed, a home-cooked meal, and support and compassion all while keeping families whose children are seriously ill or injured close to Syracuse-area hospitals and medical centers.

Over the past five years, the organization has seen a significant increase in its occupancy rate since opening its large, fully accessible House. With more families to serve, community events like the Bella Casa Fashion Show have become more important for the organization in order to help offset its annual operating costs.

Tickets for the Bella Casa Fashion Show can be purchased online at www.rmhcny.org or by calling (315) 476-1027.

About Ronald McDonald House Charities[®] of Central New York: Ronald McDonald House Charities of Central New York operates the CNY Ronald McDonald House 24 hours a day, year-round for families whose children are hospitalized with serious illnesses or injuries. For just \$25 a night per family, the House provides the convenience of a comfortable room and warm bed, a home-cooked meal, and support and compassion. The fully accessible CNY Ronald McDonald House allows the organization to help keep even more families with seriously ill children together. In 2017, the nonprofit organization will celebrate its 35th anniversary. For more information or to donate, visit www.rmhcny.org.

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