

**FOR IMMEDIATE RELEASE**  
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## **Ronald McDonald House Charities® of Central New York Invites Community Members to “Share Your Stripes”**

*Social Media Campaign to Culminate at Organization’s 13<sup>th</sup> Annual Many Hearts One Home Celebration*

**SYRACUSE, N.Y.** – [Ronald McDonald House Charities of Central New York](http://www.cnyronaldmcdonaldhouse.org) is inviting community members, local businesses, sports teams, schools and organizations to participate in its social media campaign and “share your stripes” to help raise awareness for the organization and its services.

To inspire creative storytelling, the organization is encouraging individuals and businesses to share photos that incorporate the iconic McDonald’s red and white stripes. Photos can be shared on social media using the hashtag #forRMHC and will serve as visual symbols of support for all of the families who have been touched by Ronald McDonald House Charities.

The organization is also selling red-and-white striped socks to help raise funds for the organization and support the day-to-day needs of House guests. Socks can be purchased for \$10 at the Central New York Ronald McDonald House at 1100 E. Genesee St., Syracuse.

The social media campaign will culminate at the organization’s 13<sup>th</sup> annual Many Hearts One Home Celebration on Saturday, Nov. 15, at 6:30 p.m., at the SRC Arena and Events Center at Onondaga Community College. Community members are invited to celebrate with the organization and attend the event that will include silent and live auctions, hors d’oeuvres and food stations. For more information or to purchase tickets, visit [www.cnyronaldmcdonaldhouse.org](http://www.cnyronaldmcdonaldhouse.org).

The organization’s “share your stripes” campaign helps mark the 40<sup>th</sup> anniversary of the national charity, Ronald McDonald House Charities, and the 32<sup>nd</sup> year of Ronald McDonald House Charities of Central New York.

The local chapter opened a new, larger and fully handicap-accessible House in 2012. The new House allows the organization to meet diverse needs and offer expanded services for new populations of guest families who were previously unable to stay at the House. In 2013, families stayed an average of 5,286 cumulative nights, an increase of 84 percent over 2012.

With a larger House and more families to serve, there is a higher demand for community support and day-to-day supplies. The “share your stripes” campaign and community events like the Many Hearts One Home Celebration are increasingly vital for the organization to be able to meet the community’s growing need and to continue to help raise awareness for the charity.

**About Ronald McDonald House Charities® of Central New York:** Ronald McDonald House Charities of CNY operates the CNY Ronald McDonald House 24 hours a day, year-round as a “home away from home” for families whose children are hospitalized with serious illnesses or injuries. For just \$20 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 handicap accessible Ronald McDonald House allows the organization to help keep even more families with seriously ill children together. For more information or to donate, visit [www.cnyronaldmcdonaldhouse.org](http://www.cnyronaldmcdonaldhouse.org).

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