



FOR IMMEDIATE RELEASE

March 5, 2018

Walking the Runway to Help Keep Families Together

10th 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 Thursday, April 5, 2018, at the Holiday Inn in Liverpool. Now in its 10th year, the annual event helps raise much-needed funds to support the guest families who rely on the CNY Ronald McDonald House each year as a comfortable and affordable 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 mobile phones. In addition to auction items, assorted raffle prizes will be given away throughout the evening.

The main event of the evening, the fashion show, will start at 7:30 p.m. More than 40 community members representing local media groups, businesses, organizations, health care facilities and more will model the latest fashions for men, women and children. Fashions will be provided by local shops and boutiques, including Giovanni's Tuxedos, Indie Kids, Jet Black, Koolakian's Menswear, Mr. Shop, Showoffs Boutique, Spybaby Boutique and The Changing Room.

The CNY Ronald McDonald House serves as a temporary home for families who travel to Syracuse from across New York state and northern Pennsylvania, and in some cases, foreign countries. The House provides the convenience of a private room and warm bed, a home-cooked meal and supportive environment, all while keeping families whose children are seriously ill or injured close to Syracuse-area hospitals and medical centers. Each year, the organization continues to see an increase in its occupancy rate. With a growing number of families to serve, community events like the Bella Casa Fashion Show are important for the organization to help offset its annual operating costs and support those families in need.

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 celebrated its 35th anniversary. For more information or to donate, visit www.rmhcny.org.

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