



For Immediate Release

Newfoundland Labrador Hydro Announce Results of the 6th Annual Red Shoe Crew-Walk for Families

(October 6, 2017, St. John's, NL) – Ronald McDonald House Charities Newfoundland and Labrador (RMHC NL) and Newfoundland and Labrador Hydro (Hydro), the presenting sponsor of the sixth annual Red Shoe Crew-Walk for Families, today announced the total funds raised from the event, as well as the winner of the Grand Prize draw and top fundraiser. The announcement was made during the Final Step Event held at Hydro Place in St. John's in the presence of Hydro staff, Red Shoe Crew volunteers and other sponsors: Steele Communications, Purolator, Coca-Cola, McDonald's, Belfor, Cossette, PAL Airlines, In the Box Media Promotions, and WestJet.

Thousands of individuals took part in the Red Shoe Crew-Walk for Families in 43 communities throughout the province. These events, held throughout September, raised an incredible **\$245,000 and growing**. The funds raised will support the ongoing programs and services at Ronald McDonald House in accommodating hundreds of sick or injured children and their families each year. Since opening in 2012, Ronald McDonald House has been able to accommodate 1000 families, keeping them close to each other and the care and resources they need, when they need it most.

Nikita Toms of King's Point and her family expressed sincere appreciation to everyone that supports Ronald McDonald House. In March of this year, their 17 month old daughter, Peyton was diagnosed with a benign Desmoid Fibromatosis Tumour of her left jaw. After multiple tests, it was determined she would need chemotherapy. For this family, that means a 6 hour drive back and forth to St. John's, 3 times every month. "Our daily routine had to change completely and life now had a different focus. Thanks to all of you: the corporate sponsors, the volunteer event organizing committees, the participants, and all the people who donate and support Ronald McDonald House – you have given our family a home away from home. We know that **Ronald McDonald House, and all the people who support it, are also part of our fight and the reason we are able to be close to each other and the care and resources we need, when we need it most.** For this we want to extend sincere thanks on behalf of our family and all the families that need Ronald McDonald House."

The Grand Prize for the Red Shoe Crew-Walk for Families event was a trip for two anywhere WestJet Flies. For every \$100 participants raised on a pledge sheet for Ronald McDonald House, participants received a ballot to be entered into the draw. Hundreds of ballots were submitted by all event locations and the winner was **Noah Picco** that participated in the **Placentia Red Shoe Crew-Walk for Families**.

The Top Fundraiser for the Red Shoe Crew-Walk for Families event was awarded a trip for two with PAL Airlines. The winner was **Lisa & Mike Martin** who raised an outstanding **\$2910.00**. Lisa & Mike participated and organized the **Lewisporte Red Shoe Crew-Walk for Families**.

“On behalf of Hydro, I want to extend sincere congratulations to everyone who helped make this year’s annual Red Shoe Crew Walk for Families another great success,” says Jim Haynes, President Hydro. “From volunteers to walk coordinators, to businesses and participants, we all as a community continue to come together to support this wonderful event year after year. At Hydro, we are honoured to support Ronald McDonald House as presenting sponsor of the Red Shoe Crew Walk for Families.”

“We thank everyone who participated, volunteered or supported Ronald McDonald House during our sixth annual Red Shoe Crew-Walk for Families events, including our Presenting Sponsor NL Hydro along with Steele Communications, Coca-Cola, McDonald’s, Purolator, Belfor, Cossette, PAL Airlines, In the Box Media Promotions, and WestJet.” said Christine Morgan, Director, Development & Communications. “Events such as our Red Shoe Crew-Walk for Families are an amazing reflection of our communities hard at work and supporting others – truly showing how important Ronald McDonald House is in keeping families close when dealing with a sick or injured child.”

Ronald McDonald House Newfoundland and Labrador provides a home like experience for families, providing comfortable and affordable accommodations while children receive care and treatment at our province’s children’s hospital.

Hydro, a Nalcor Energy company, is the primary generator of electricity in Newfoundland and Labrador. The company has an installed generating capacity of 1,792 megawatts. Over 80% of the energy generated is clean, hydroelectric generation. Hydro sells its power to utility, industrial and 38,000 residential and commercial customers in over 200 communities across the province. The company is committed to operational excellence while delivering safe, reliable, least-cost electricity.

Media Contacts:



Keeping families close

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Announcement Photo



L-R: Aiden Hibbs and Gina Pinsent (Steele Communications), Jim Haynes (HYDRO) Annette Higdon (HYDRO), Janine Browne (PAL Airlines), Toms Family (Jake, Nikita, Peyton & Liam), Christine Morgan (RMHC NL), Stephen Patten (St. John's Red Shoe Crew), Lana Roestenberg (RMHC NL), Steve Short (PAL Airlines), Gerry Beresford (Past-Chair, RMHC NL), Christine Adams and Darrell Hynes (Belfor)