



For Immediate Release

Newfoundland Labrador Hydro Announce Results of the 7th Annual Red Shoe Crew-Walk for Families

(October 5, 2018, St. John's, NL) – Ronald McDonald House Charities Newfoundland and Labrador (RMHC NL) and Newfoundland and Labrador Hydro (Hydro), the presenting sponsor of the seventh 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, Provincial WestJet Lottery 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, 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 41 communities throughout the province. These events, held throughout September, raised an incredible **\$263,000 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 1277 families, keeping them close to each other and the care and resources they need, when they need it most.

Ronda Williams of Labrador City expressed her sincere appreciation to everyone that supports Ronald McDonald House. In June of this year, her 4-year-old daughter, Natalia, was diagnosed with Acute Lymphoblastic Leukemia (ALL). After multiple tests, it was determined she would need several rounds of treatments. For this single mother of two, that means relocating on a semi-permeant basis to St. John's. "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 when we cannot be at 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 PAL Airlines 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 **Mela Hollett** that participated in the **Chance Cove Red Shoe Crew-Walk for Families**.

The **Provincial WestJet Lottery** was running in conjunction with the Red Shoe Crew-Walk for Families events was a trip for two anywhere WestJet Flies. The winner was **Tracey Scott** with lucky ticket number # **4584**.

The **Top Fundraiser** for the Red Shoe Crew-Walk for Families event was awarded vouchers for \$500 in gas vouchers. The winner was **Lisa Martin** who raised an outstanding **\$3110.00**. Lisa Martin, who is the First Assistant Manager of the local McDonald's, participated and organized the **Lewisporte** Red Shoe Crew-Walk for Families and has now been crowned the top fundraiser two years in a row!

"On behalf of Hydro, I want to congratulate everyone who helped make this year's annual Red Shoe Crew Walk for Families another great success," said Jim Haynes, President of Hydro. "Our employees proudly give back to the communities where we live and work however we can, and we are honoured to support Ronald McDonald House as presenting sponsor of the Walk again this year."

"We thank everyone who participated, volunteered, sponsored or supported Ronald McDonald House during our seventh annual Red Shoe Crew-Walk for Families events. Special thanks to sponsors: Hydro, Steele Communications, McDonald's – NL, Coca-Cola, Belfor, Cossette, PAL Airlines, In the Box Media Promotions, and WestJet." said Annette Godsell, Executive Director RMHC NL. "Events, such as our Red Shoe Crew-Walk for Families, are an amazing reflection of our incredible volunteers and communities hard at work and supporting others – truly showing how important Ronald McDonald House is in keeping families close to each other and the medical care they need when dealing with a sick or injured child far from home."

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.

Newfoundland and Labrador Hydro manages our province's electricity system. We are a company of people who work hard behind the scenes because we know our customers are counting on us. Through our generation, transmission and distribution operations, we're committed to meeting the needs of our customers and providing residents, businesses and communities across the province with safe, reliable power.

Media Contacts:



Christine Morgan
Director, Development and Communications

Ronald McDonald House Charities
Office (709) 738-0000 Cell (709) 725-3145
Email : christinemorgan@rmhcnl.ca
Website: www.RMHCNL.ca

Erin Squires
Manager of Communications, NL Hydro
Regulatory Affairs & Corporate Services
Corporate Communications

Newfoundland and Labrador Hydro - a Nalcor Energy company
t. 709 737-1311 c. 709 697-1186
e. ErinSquires@nlh.nl.ca
w. www.nlhydro.com



L-R: Christine Morgan (RMHC NL) Annette Higdon (NL Hydro), Jim Haynes (NL Hydro) Annette Godsell (RMHC NL), Mary Smith (Volunteer Norman's Cove), Shirley Kinden (Volunteer Norman's Cove), Natalia Williams (RMHC Family), Princess Belle



Back Row L-R: Darrell Hynes (Belfor), Neil Sullivan (Coca-Cola), Mary Smith (Volunteer Norman's Cove), Stephen Patten (Volunteer St. John's), Annette Higdon (Volunteer New Harbour), Shirley Kinden (Volunteer Norman's Cove), Sherry King (Volunteer Victoria), Stephen King (Volunteer Victoria), Annette Godsell (RMHC NL), Leslie Hopkins (PAL Airlines), Jim Haynes (NL Hydro), Aiden Hibbs (Steele Communications)

Front Row L-R: Christine Morgan (RMHC NL) Natalia Williams (RMHC Family), Belle, Emma King (RMHC Family), Lana Roestenberg (RMHC NL)