



*For Immediate Release*

## **Ronald McDonald House Charities Announce Results of the 9<sup>th</sup> Annual Red Shoe Crew-Walk for Families- Your Walk Your Way**

**(October 8, 2020, St. John's, NL)** – Ronald McDonald House Charities Newfoundland and Labrador (RMHC NL) and Newfoundland and Labrador Hydro (Hydro), the presenting sponsor of the ninth annual Red Shoe Crew-Walk for Families, restructured to Your Walk Your Way for 2020, today announced the total funds raised from the event. Other announcements included the winner of the Grand Prize Draw, Provincial 50/50 Lottery, Share Your Heart Challenges and top fundraiser. The announcement was made during the Final Step Event held outside Ronald McDonald House in St. John's in the presence of RMHC families, Board Members, staff, Red Shoe Crew Volunteers, Hydro staff, and other sponsors that include Stingray, NTV, Coca-Cola, McDonald's, Cossette, PAL Airlines, In the Box Media Promotions, and Saputo.

More than a thousand individuals took part in the Red Shoe Crew-Walk for Families in all across the province. Due to the public health restrictions this year due to COVID-19, participants were encouraged to walk when they want, where they want in the month of September. Given the current reality we are incredibly excited to announced that the Walk for Families raised **\$205,692.26 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 1426 families, keeping them close to each other and the care and resources they need, when they need it most.

Jason & Dee Voisey of Goose Bay, NL expressed their sincere appreciation to everyone that supports Ronald McDonald House. In the spring of this year, during a global crisis, the family experienced their own crisis when their 15-year-old daughter, Grace, was diagnosed with Acute Myeloid Leukemia (AML). After multiple tests, it was determined she would need several rounds of treatments that will continue in the spring of 2021. For the Voisey Family, that meant relocating on a semi-permeant basis to St. John's. **"We heard about Ronald McDonald House, but didn't completely understand how important it is to families. Now that we are here, we can't imagine what this would be like without it. The people are so friendly, supportive, and it is clean, very, very clean. We are a very close family and for Grace, this has been extra difficult being separated from us. But, now, she is coping much better while hospitalized knowing we are just steps away from her bedside at Ronald McDonald House.** 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 can not 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 **Top Fundraiser** for the Red Shoe Crew-Walk for Families event was awarded a gift card valued at \$500. The Top Fundraiser for 2020 is **nine-year-old Emma King of Victoria** who made her steps count for families every single day in September and raised an outstanding **\$6200 by collecting donations in her community and a large recycling effort.**

As part of the reformatted Red Shoe Crew-Walk for Families, we introduced the new Share Your Heart Challenge. We encouraged participants to take a photo while walking in the month of September, and share why they walk for families on something heart-shaped. Each post was to be tagged with #RedShoeCrew2020. The winner of the Share Your Heart Challenge is **Krista Skinner** of Massey Drive.

We also introduced the Share Your Heart Business Challenge. Businesses were invited to sell Hearts to their customers and display in their storefronts or windows. The Share your Heart Business Challenge raised more than \$14,000 towards the overall total

The Share your Heart McDonald's Challenge

- **McDonald's Restaurants Corner Brook (\$5200)**
- **McDonald's Restaurants Gander (\$5189)**

The Top 3 Share your Heart Business Challenge Businesses are:

- **Pitcher's Take in New Harbour \$1000**
- **D's Landing in Goose Bay \$515**
- **Footwear Plus in St. Anthony \$500**

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 **Emma King** that participated in the **Victoria Red Shoe Crew-Walk for Families.**

The **Provincial 50/50 Lottery** was running in conjunction with the Red Shoe Crew-Walk for Families in September. The lucky winner of approximately **\$9512.50** was **Bertille Hyde** with lucky ticket number **#2266 sold by Cathy Hatch.**

“Despite the many challenges faced this year, families, volunteers, businesses and sponsors came together to support Ronald McDonald House and the incredible programs and services they provide to families from the

province,” said Jennifer Williams, President of Hydro. “Hydro is honoured to support Ronald McDonald House as presenting sponsor again this year. Thank you to everyone who helped make this year’s event another success.”

“We thank everyone who participated, volunteered, sponsored or supported Ronald McDonald House during this very difficult year. Special thanks to sponsors: Hydro, Stingray, NTV, McDonald’s – NL, Coca-Cola, Cossette, PAL Airlines, In the Box Media Promotions, and Saputo.” said Annette Godsell, Executive Director Ronald McDonald House Charities Newfoundland and Labrador. “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 to everyone in our province. The funds raised with help us keep families with a sick or injured child 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.

-30-

Media Contacts:



Keeping families close

**Christine Morgan**

**Director, Development and Communications**

Ronald McDonald House Charities

Office (709) 738-0000 Cell (709) 725-3145

Email : [christinemorgan@rmhcnl.ca](mailto:christinemorgan@rmhcnl.ca) Website: [www.RMHCNL.ca](http://www.RMHCNL.ca) [www.WalkforFamilies.ca](http://www.WalkforFamilies.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](mailto:ErinSquires@nlh.nl.ca) w. [www.nlhydro.com](http://www.nlhydro.com)



L-R: Annette Godsell (RMHC) Emma King – Top Fundraiser and Christine Morgan (RMHC)





L-R: Annette Godsell (RMHC) Janine McCarthy (Hydro) and Christine Morgan (RMHC)



L-R: Annette Godsell (RMHC) Dee Dee Voisey (Current Guest at RMHC) and Christine Morgan (RMHC)