



Description- The Ronald McDonald House of Akron is holding a walk-a-thon at the Akron Zoo in order to raise money to build a new house. It's called "Steps to Home." The event will feature a walk-a-thon through the zoo (similar to the Walk for a Cure), as well as raffles, concessions, rides and face painting.

Tickets will cost \$30 for participants in the walk and they will receive a food pass, a T-shirt, a water bottle and drawstring bag. For those who do not want to participate in the walk—a \$20 fee will be required to attend. Children under 3 are free.

Media Objective: Receive front-page and news coverage for the RMDH Akron "Steps to Home" walk-a-thon.

End-user Objective- To raise funds and create awareness for the funds that are needed to build a new house with more rooms.

Media Audiences-Rick Armon, suburban news reporter for the Akron Beacon Journal.
Walt Doerschuk, correspondent for Cantonrep.

End-user audience- Community members, families who stayed there, potential families, students.

Media Outcome Measure- Did the Akron Beacon run the story? Was in on the front page? Did news channel 5 or Fox 8 attend to the even? Was the story featured in the news?

End-User Outcome Measure- Did the story raise awareness and gather donations? Are people sending money in or volunteers at the house?

FOR IMMEDIATE RELEASE

Ronald McDonald House Akron
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Ronald McDonald House of Akron holds walk-a-thon

Akron, OH- October 22, 2012- The Ronald McDonald House of Akron is holding a walk-a-thon at the Akron Zoo to raise funds to rebuild its house. The walk-a-thon will take place Saturday, April 13 2012 at the Akron Zoo from 12 p.m. to 3.

The RMDH Akron is in the process of expanding its house due to the overabundance of families in need to stay there. The waitlist of families to rent a room is at an all-time high of 300 families. The money raised from the fundraiser will go towards building the new house.

Tickets to attend are \$30. Fees include a participation fee, the zoo fee and cost of a T-shirt, water bottle, and drawstring bad for people who want to participate. If an individual does not want to participate in the walk but still attend, the fee is \$20.

Event will also feature raffles. There will be three different raffle baskets including a food one, Starbucks and sports. Tickets for the raffle will be \$5.

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“This is a fun way to get the community together and raise money for a good cause all while having fun,” said Beth Plasnek, volunteer coordinator for the RMDH Akron.

The walk-a-thon will include concessions from local vendors such as Chick-fil-A and McDonalds. Participants’ food will be included with registration, everyone will pay as normal.

Face painting and zoo touring will be available for children as well as the rides the Zoo provides.

To register, visit www.rmhakron.org or register the day of.

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The Akron chapter celebrated its 27th anniversary in January. This chapter is self-funded. A team of three full-time staff members, three part-timers, a Board of Trustees and more than 100 volunteers run the house. With the staff working together, this chapter houses an average of 700 families per year.

Fact Sheet

Contact:

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The Ronald McDonald House of Akron is holding a walk-a-thon called “Steps to Home.”

- Event is taking place at the Akron Zoo.
- April 13, 2012 from 12 p.m. to 3 p.m..
- Walk-a-thon to raise funds to build a new house for families who need a place to stay.
- Tickets are \$30 for participants of the walk and \$20 for non-participants.
- Food, rides, raffles and zoo tours and face painting.
- Three raffle baskets will be Food, Starbucks and Sports.
- Tickets for raffle are \$5.
- To register to participate, visit [www. http://www.rmhakron.org/](http://www.rmhakron.org/)
- Day-of registration is accepted.
- Tickets may be purchased online or upon when attending.

Twitter Pitches

Help make a difference while having fun! #RMDH Akron is having a walk-a-thon. Games, food raffles & animals! Register: www.rmhakron.org

@RickArmon help better the lives of families and get the word out! #RMDH Akron is holding a walk-a-thon at the Akron Zoo. Huge event!