



FOR IMMEDIATE RELEASE

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New Name. Same Mission. Reaching Further.

Ronald McDonald House of Charlotte Announces New Brand Look to Mirror Organization's Reach

CHARLOTTE, NC (January 18, 2022): Ronald McDonald House of Charlotte has a new name – *Ronald McDonald House Charities of Greater Charlotte (RMHC of GC)*. The new name not only reflects the expanded reach of the organization but also recognizes its promotion within the Global system to a Chapter, which now includes those families that RMHC of GC programs serve outside of the physical Ronald McDonald House.

To better serve families of sick or injured children receiving medical treatment in Charlotte, RMHC of GC opened its first Family Room in Novant Health Hemby Children's Hospital in spring 2021. Together with the 35,000 square foot, 28-bedroom House located on East Morehead Street, the RMH Family Room at Caroline's Corner was able to serve an additional 358 families in 2021. On average, 500 families call the Charlotte Ronald McDonald House their home-away-from-home every year.

"We are excited to announce our new name change to reflect our mission of reaching more families that need our services," stated CEO Denise Cubbedge. "Our overall mission is to ensure that we keep families close to their child as they receive medical care in the greater Charlotte area. Now through our expanded reach, we will be able to meet families where they need us, whether that is an overnight stay in our House or a cup of coffee and a grab-and-go lunch from our Family Room."

Additionally in 2022, RMHC of GC will introduce the Hospitality Cart program, or *Happy Wheels*, to serve even more families in the hospital setting.

To reflect the name change, RMHC of GC is currently going through an entire brand update internally and externally to update materials, signage, and technology. The RMHC of GC website is now officially www.rmhclt.org and all social handles will be redirected to @RMHCLT or Ronald McDonald House Charities of Greater Charlotte.

In 2021, RMHC of GC served over 2,700 guests from 17 different states and 14 different countries.

About Ronald McDonald House Charities of Greater Charlotte

RMHC of Greater Charlotte was established in May 2011 and serves the families of children being treated at a Charlotte-area medical facilities. Since opening, RMHC of Greater Charlotte has served over 5,000 families. The Charity serves families at two locations – the House, located on the 1600 block of East Morehead Street which features approximately 35,000 square feet of living space complete with 28 bedrooms and the Ronald McDonald Family Room at Caroline's Corner, located inside Novant Health Hemby Children's Hospital. RMHC of Greater Charlotte is an independent 501 (c) (3) charity managed by a local board of directors which oversees operation of the home. RMHC of Greater Charlotte is funded and operated by the Charlotte community. The mission of the RMHC of Greater Charlotte is to provide the families of children being treated in area medical facilities with a safe, affordable and caring "home-away-from-home." For more information on the Charity, visit www.rmhclt.org. Follow us on [Facebook](#), [Twitter](#), and [Instagram](#).

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Attachment: Front Lawn Signage with New Logo

