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Ronald McDonald House Releases Videos for “Labor of Love” Campaign to Renovate, Expand Facility to Serve More Families

SPRINGFIELD, Illinois (May 22nd, 2014) – Ronald McDonald House Charities® of Central Illinois (RMHCCI) released campaign videos today promoting the “Labor of Love: Give from the heart to keep families together” renovation and expansion project. The \$1.2 million project is the first-ever total remodel of the 28-year-old Ronald McDonald House located at 610 N. 7th Street in Springfield, and is slated to begin in early June.

The videos are sponsored by St. John’s Children’s Hospital. “We are proud to sponsor the production of this message and encourage you to support the Ronald McDonald House and its important mission to serve families,” said Peggy Curtin, President of St. John’s Children’s Hospital. “Together we can provide even more support for families in our community.”

As part of the “Labor of Love” campaign, RMHCCI also launched the “Adopt-the-House” program with opportunities to ‘adopt’ one or more rooms of the House. “With a renovated facility, we will be able to sustain a home away from home for even more families,” said Kelly Thompson, executive director of Ronald McDonald House Charities of Central Illinois.

Currently \$327,500 of the \$500,000 goal of the “Adopt-the-House” program has been raised. **Businesses and individuals are encouraged to not only consider supporting “Adopt-the-House”, but to consider a monetary donation to the “Labor of Love” project.** “Your support will help us to continue our mission to provide a place where families can focus on the most important thing—the health of their child. But we cannot do it alone. Do you have room in your heart? We need more room in our home,” said Thompson.

To view the videos, and for more information on the “Labor of Love” expansion and renovation plans, including the “Adopt-the-House” program, please visit roominyourheart.org.

About Ronald McDonald House Charities of Central Illinois

The mission of Ronald McDonald House Charities® (RMHC) is to create, find and support programs that directly improve the health and well being of children. Ronald McDonald House Charities® of Central Illinois provides a temporary home away from home for those families whose children are receiving medical treatment in Springfield. In an effort to reduce stress, keep the family intact, and enhance the quality of life for families, the House provides a caring, home-like atmosphere for its guests.

About St. John's Children's Hospital

Established in 2005, St. John's Children's Hospital is part of the Hospital Sisters Health System family. The only comprehensive child health care facility in south-central Illinois, St. John's Children's Hospital provides vital health care for the region's children, from infancy through age 18. Recognized by the Children's Hospital Association and a member of the Association of Illinois Children's Hospitals, St. John's Children's Hospital offers a wide range of services for children and their families, both here at our facilities and extending into the home.

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