



Ronald McDonald House
MANITOBA

PRESS RELEASE

February 4th, 2011

FOR IMMEDIATE RELEASE

Ronald McDonald House ® Winnipeg is very pleased to announce that they have changed their name to Ronald McDonald House ® Manitoba.

“It made sense for us to change our name to include all of Manitoba. As our programs expand in the future including the newly opened Family Room in Health Sciences Centre Winnipeg, the RMH Winnipeg name no longer suited our needs. Many consumers still see us as “the Ronald McDonald House in Winnipeg” instead of the more fitting “Ronald McDonald House that serves all of Manitoba,” says Tracy Smith, president of the RMH Board of Directors.

As our organization strives for alignment across the country it is also important to be consistent with our names. The majority of Houses across Canada have chosen names that reflect their province as opposed to their city. In changing our name to reflect the entire province, it will increase awareness that we are a provincial charity and not just local to Winnipeg.

The legal name of the organization, Pediatric Oncology Family Centre of Manitoba Inc., remains the same. Only the operating name has been changed to Ronald McDonald House Manitoba.

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For more information, please contact:

Viv Draward
Communications Specialist
204-779-9751
Viv@rmh.mb.ca

Keeping families together

Ronald McDonald House® Manitoba:

Our mission is to provide a home away from home for families whose children are undergoing treatment for cancer and other life-threatening illnesses.