

Ronald McDonald House Charities of Northwest Florida

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PRESS RELEASE

FOR IMMEDIATE RELEASE

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Ashley Furniture's Hope to Dream Program Teams Up with RMHC and Valerie's House to Provide Beds for Children in Need

May 12, 2023—Pensacola, Fla.— Ronald McDonald House Charities of Northwest Florida and Valerie's House is proud to announce its collaboration with Ashley Furniture for an impactful bed donation initiative through its renowned Hope to Dream program. To further amplify this charitable endeavor, Ashley Furniture is partnering with Tempur-Pedic, a leading provider of sleep products. The collaborative effort aims to provide 50 beds to kids in need who have utilized services at RMHC and Valerie's House and will take place on Saturday, May 20th at 12 pm at Ronald McDonald House Charities of Northwest Florida.

The Hope to Dream program, founded by Ashley Furniture, has been a beacon of hope for countless children across the country. By providing beds and bedding to over 140,000 children in need since 2010, the program believes every child should have a good night's sleep and a bed to call their own. This year, Ashley Furniture is extending its support to Ronald McDonald House Charities of Northwest Florida and Valerie's House, two organizations committed to helping families in challenging circumstances.

The bed donation event, scheduled to take place at the Ronald McDonald House located at 5200 Bayou Boulevard, promises to be a heartwarming affair. Ashley Furniture will be presenting 50 comfortable beds, including linens and bed frames, donated by Ashley Furniture and Tempur-Pedic. Each child will also receive special gifts to enhance their bedtime routine such as pajamas, teddy bears, and a bedtime oral care kit to promote healthy habits donated by Taylor Dental. This initiative exemplifies the commitment of Ashley Furniture Store, Tempur-Pedic, and their community partners to improve the lives of children and families within our community.

"We are immensely grateful to Ashley Furniture and Tempur-Pedic for their support," said Summer Jimmerson, President/CEO at the Ronald McDonald House Charities of Northwest Florida. "These contributions will not only provide physical comfort but also create moments of joy for the children and families we serve. The generosity of these companies will have a lasting impact on their lives."

The event will be a fun-filled day for the families, featuring a bounce house for the kids, massages from ALaura Massage for the parents, and lunch provided by Little Caesars Pizza. Representatives from Ashley Furniture, RMHC, and Valerie's House will be present at the event and available for interviews. We invite all media interested in covering the event to Ronald McDonald House on Saturday, May 20th at 11:30 am.

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About Ronald McDonald House Charities® of Northwest Florida

The mission of Ronald McDonald House Charities of Northwest Florida is to love and support families of children with medical needs by giving them a place to call home. Since opening its doors in 1984, the Ronald McDonald House of Northwest Florida has been a lifeline of hope for families. Locally owned and operated, the Ronald McDonald House of Northwest Florida is able to continue its mission with the assistance of faithful volunteers and through the generosity of the community. For more information, visit www.rmhc-nwfl.org or find us on Facebook (www.facebook.com/RMHCNorthwestFL).

About Valerie's House

The mission of Valerie's House is to help children and families work through the loss of a loved one together and go on to live fulfilling lives.

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