



## LONG BEACH RONALD MCDONALD HOUSE

500 E 27TH STREET  
LONG BEACH, CA 90806

SINCE OPENING OUR DOORS IN 2011, WE HAVE PROVIDED COMFORT, CARE AND SUPPORT TO CHILDREN AND FAMILIES IN SOUTHERN CALIFORNIA WHO ARE FACING CRITICAL AND OFTEN LIFE THREATENING ILLNESS. WE KEEP FAMILIES TOGETHER FOR FASTER HEALING.

### CHERI BAZLEY EXECUTIVE DIRECTOR



Contact info:  
Email:  
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Phone:  
562-285-4309

Cheri has successfully served as the Operations Director at the Orange County Ronald McDonald House. During her 5-year tenure in Orange County, she oversaw the operations of the House, motivating and working with all of the program staff.

ITS WHO WE ARE,  
ITS WHAT WE DO



## 550 Families

stayed in our house last year in their time of need.

## 3,000+ Hours

Our volunteers provided more than 12,000 hours of service in support of our mission last year.

## 23 Guest Rooms

Help us provide 24/7 support at Long Beach location

## Unlimited Amount

of care and support provided.

### HOW YOU CAN HELP

- Volunteer
- Donate Food
- Donate an old vehicle
- Purchase items from our Amazon Wishlist



### OUR MISSION

To provide comfort, care and support to children and families in Southern California.

### OUR VISION

A community where children and their families embrace life and healing with a sense of hope, enthusiasm, courage and joy.

### OUR VALUES

Compassion, Integrity, Respect, Innovation and Transparency.



## SAMPLE EMAIL PITCH

Hayley Munguia  
Long Beach Local News Reporter  
Long Beach Press-Telegram

Subject: TravelHost to host Golf Tournament benefitting the Long Beach McDonald House

Dear Ms. Munguia,

TravelHost will host a golf tournament on March 31, 2022, at El Dorado Park Golf Course located on Studebaker Road. Registration opens at 9 a.m. followed by the shotgun, where all players in the tournament begin playing, at 11 a.m. At 5 p.m., participants will attend a dinner at the same location which will include an auction and a raffle.

To participate in the tournament, prices range from \$1,250 for four people or \$350 for one person. The said prices will include a green fee, cart fee, range balls and the lunch and dinner. People who are not golfers can skip the golf tournament and just join the event for the dinner, auction and raffle which will cost \$50 per person.

Each year, the tournament raises over \$80,000 thanks to the kindness and support of donors and sponsors. The money raised will go to the families who are a part of the Ronald McDonald House of Long Beach to help with any necessities.

For more information feel free to contact me via email, [leonagui28@gmail.com](mailto:leonagui28@gmail.com) or phone (562)-832-0182 or you can also contact Dan Lipton via email, [travelhostdan@gmail.com](mailto:travelhostdan@gmail.com). Thank you for your consideration.

Yours sincerely,  
Leonel Aguilar  
Public Relations Specialist  
Long Beach Ronald McDonald House  
500 E 27<sup>th</sup> Street  
Long Beach, Ca 90806  
(562) 285-4300

## SAMPLE NEWS RELEASE

Leonel Aguilar  
Public Relations Officer  
Long Beach Ronald McDonald House  
500 E 27<sup>th</sup> Street  
Long Beach, Ca 90806  
(562) 832-0182  
[leonagui28@gmail.com](mailto:leonagui28@gmail.com)

### Long Beach Ronald McDonald House to host Walk for Kids

LONG BEACH, Calif.- After a two-year absence, The Long Beach Ronald McDonald House Charities will return to host the 11th annual Walk for Kids from 8:30 a.m. to 11 a.m. on May 1, 2022. The meet up area will be at the Long Beach Convention Center located on Ocean Boulevard near the Back Lot and Rainbow Lagoon.

The walk will allow donors to raise funds to help families served by Ronald McDonald House at the Long Beach location. This year's campaign aims to raise \$207,000 which will go towards programs, necessities and support the families need.

The Walk for Kids will consist of a 5k walk where people can participate as individuals, join an existing team or create a team. A festival fun zone full of vendors, activities, local radio stations, food vendors and costumed characters will be in presence.

"I'm extremely excited for the walk." said Katrina Herrera, Development Manager for the Long Beach location. "Knowing that we are helping raise money to help these families and seeing smiles on the children's faces makes it all worth it."

In addition to partaking in the Walk for Kids, people can support Ronald McDonald House Charities by adding \$1, \$2 or \$3 donations to their orders at participating Southern California McDonald's from May 4 to May 30. Donations are also accepted at

<https://rb.gy/wiufsu>.

Other Southern California Walk for Kids events are scheduled for April 24 for Inland Empire, April 30 for Pasadena, May 21 for Orange County and Bakersfield June 24. For more information on these events visit [walkforkids.org](http://walkforkids.org).

Sponsor for this event include Coca-Cola, Union Bank, Smart & Final, Long Beach Transit, McDonalds, Valero, Miller Foundation, Long Beach Airport, Brascia Builders Inc., Amber Resources, Bob's Discount Furniture, JoyScore and Ride Yellow.

For more information on the Walk for Kids contact Leonel Aguilar via email at [leonagui28@gmail.com](mailto:leonagui28@gmail.com) or phone at 562-832-0182.

## SAMPLE PSA

### LONG BEACH RONALD MCDONALD HOUSE PSA (60 SECONDS)

THE LONG BEACH RONALD MCDONALD HOUSE WILL HOST THE WALK FOR KIDS ON SUNDAY MAY 1, 2022, AT THE LONG BEACH CONVENTION CENTER. THE WALK WILL ALLOW DONORS TO RAISE FUNDS TO HELP FAMILIES SERVED BY THE RONALD MCDONALD HOUSE AT THE LONG BEACH LOCATION. THE MONEY RAISED WILL GO TOWARDS PROGRAMS AND ANY NECESSITIES TO SUPPORT FAMILIES IN NEED. THE 5K WALK WILL BE FAMILY FRIENDLY AND INCLUDE A FESTIVAL ZONE FULL OF VENDORS, FUN ACTIVIES FOR KIDS, LOCAL RADIO STATIONS, FOOD VENDORS AND COSTUME CHARACTERS WILL BE IN PRESENCE RAFFLING PRIZES. SINCE 2011 LONG BEACH RONALD MCDONALD HOUSE HAS BEEN THE HOME AWAY FROM HOME WHERE WE PROVIDE CARE AND COMFORT TO FAMILIES OF CHILDREN THAT ARE FACING CRITICAL, OFTEN LIFE-THREASTENING ILLNESSES. RESEARCH SHOWS THAT A FAMILYS PRESENCE IN THE HOSPITAL HELP CHILDREN HEAL. THAT IS WHAT WE DO. KEEP FAMILIES TOGETHER THROUGH THESE TOUGHT TIMES. WE TAKE PRIDE IN HELPING FAMILIES GET THE HELP THE DESERVE. EVERYONE IS ENCOURAGED TO PARTICIPATE OR VOLUNTEER TO HELP IN ANYWAY THEY CAN. FOR MORE INFORMATION ON THE WALK FOR KIDS OR RONALD MCDONALD HOUSE OF LONG BEACH VISIT [R M H C S C DOT ORG](http://R M H C S C DOT ORG).