



British Columbia  
Gift of Communications

# Ronald McDonald House BC Ground Breaking Ceremony 2012

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## The challenge

A home-away-from-home for seriously ill children and their families who must travel to Vancouver for life saving treatment, Ronald McDonald House has provided financial and emotional support for parents and their kids from all over BC and the Yukon. Since 1983, Ronald McDonald House BC has served over 11,000 families across BC and the Yukon and continues to expand their services.

A ground breaking ceremony was planned for the new House development project and the organization needed assistance planning the event from start to finish. This included sending invites to key stakeholders, donors, families and members of the BC government, including the Premier of BC. They needed to connect with the province on raising the remaining \$6 million for the project and to have an opportunity to share the story of Ronald McDonald House BC and its mission with the public.

The new Ronald McDonald House would be approximately 74,000 sq. feet and built on BC Children's Hospital grounds. The house would be able to accommodate 75 families in the guest rooms and 2500 families annually, up from the 400 families they were currently serving each year. Their end goal was to keep whole families together during their time of need.

They needed someone with expertise in generating buzz and developing an event and communications strategy for a major event on a time crunch.

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## The solution

The IABC Gift of Communications team led by Shannon Kidd, presented the strategic communications and event plan to the Ronald McDonald House CEO, Richard Pass with a media strategy. The event took place on the future Ronald McDonald House site on West 31<sup>st</sup> and Heather Street. It was an invite only event with exclusive invites sent to VIPs such as the RMH board of directors, BC Children's Hospital delegates, Premier Christy Clark, donors and other supporters of the project.

## The results

There were 60 guests including major media outlets such as the Vancouver Sun and Global BC attended the event. Extensive press coverage from a wide variety of media covered the ground breaking ceremony and the Ronald McDonald House team obtained valuable insight about hosting an outdoor event in June.

## Press coverage

### **gov.bc.ca**

<https://news.gov.bc.ca/stories/premier-breaks-ground-for-new-ronald-mcdonald-house>

### **KelownaNow**

[https://www.kelownanow.com/columns/press\\_release/news/Press\\_Release/12/06/07/Ronald\\_McDonald\\_House\\_Celebrates\\_the\\_Groundbreaking\\_of\\_New\\_Home](https://www.kelownanow.com/columns/press_release/news/Press_Release/12/06/07/Ronald_McDonald_House_Celebrates_the_Groundbreaking_of_New_Home)

### **Terrace Standard**

<https://www.terracestandard.com/business/ronald-mcdonald-house-groundbreaking-held/>

### **ITC Construction Group**

<https://www.itc-group.com/marketplace/news/premier-christy-clark-attends-groundbreaking-event-new-ronald-macdonald>

### **Cision's Newswire Services**

<https://www.newswire.ca/news-releases/ronald-mcdonald-house-celebrates-the-groundbreaking-of-new-home-510341921.html>