



FOR IMMEDIATE RELEASE

## **Thirty-One Gifts chooses Ronald McDonald House Charities as national philanthropy partner**

***Company to contribute \$450,000 through Thirty-One Gives Fund***

**COLUMBUS, OH (November 6, 2013)** – Thirty-One Gifts announces they have chosen Ronald McDonald House Charities (RMHC) to support as a national philanthropic partner. Through their Thirty-One Gives philanthropy initiative, the organization will provide financial support, product donation, and sales consultant volunteer involvement.

Thirty-One's support includes a \$450,000 monetary donation over three years, and 150,000 welcome bags for families staying at all Ronald McDonald Houses in the U.S. Thirty-One will introduce a new product in their spring 2014 line that will provide a portion of the proceeds from each unit sold to RMHC.

Thirty-One Gifts is the nation's largest direct-selling organization offering stylish and functional totes, purses, home organizing solutions and more. Throughout its 10-year history, Thirty-One has always been committed to giving back to pay forward the many blessings they have received. In 2012, the Thirty-One Gives initiative was born with a strategic mission to support nonprofit organizations nationwide that empower women and girls, strengthen families and change lives. In 2012, Thirty-One Gives donated nearly \$17 million in product and monetary contributions nationwide.

"We are identifying one key national mission partner from each of three pillars of support," said Wendy Bradshaw, director of philanthropy at Thirty-One Gives. "Those pillars are organizations that support women, girls and families. We selected Ronald McDonald House Charities as the organization fulfilling the family pillar partnership because of their dedication to creating, finding and supporting programs that directly improve the health and well-being of children."

A major focus of the partnership will be the involvement of Thirty-One's independent sales consultants with local RMHC Chapters. There are more than 120,000 Thirty-One Gifts consultants throughout the U.S. and in Ontario, Canada. RMHC's wide geographic outreach enables Thirty-One associates to be able to be personally involved by volunteering with programs locally. The charity also was chosen because many of Thirty-One's employees and consultants have been helped through RMHC.

RMHC programs support the entire family by providing stability and vital resources to help them focus on what's most important, their child. These family-centered programs are offered at 78 percent of the top children's hospitals in the world.

“We know that children heal better and faster with their families nearby, and through the Ronald McDonald House program, RMHC is there to provide all the comforts of home, keeping families together while their child receives critical care at a nearby hospital,” said RMHC President and CEO J.C. Gonzalez-Mendez. “Thirty-One Gifts’ support will help make their stay more comfortable and will add many more volunteers to our nearly 144,000 staff and volunteers who help deliver our services.”

Thirty-One enables customers and consultants to support Thirty-One Gives in many ways – by rounding up their purchase, buying cause products, Gives Care Ribbons, through individual donations to their charitable fund, and more.

### **About Thirty-One Gifts**

Based in Columbus, Ohio, Thirty-One Gifts is one of America’s fastest-growing direct selling companies offering products that work with everyone’s lifestyle, from stylish and functional purses and totes to home organization solutions and much more, most of which can be personalized. Cindy Monroe created the company to celebrate, encourage and reward women, providing an opportunity for them to achieve financial freedom, find personal fulfillment and realize dreams through becoming successful business owners. She named the company for Proverbs 31, a chapter of the Bible that celebrates women’s strengths.

Thirty-One products are sold at home parties through independent sales consultants. For more information or to find a nearby consultant, visit [www.thirtyonegifts.com](http://www.thirtyonegifts.com).

### **About RMHC**

Ronald McDonald House Charities® (RMHC®), a non-profit, 501 (c) (3) corporation, creates, finds and supports programs that directly improve the health and well-being of children. Through its global network of local Chapters in 59 countries and regions, its three core programs, the Ronald McDonald House®, Ronald McDonald Family Room® and Ronald McDonald Care Mobile®, and millions of dollars in grants to support children's programs worldwide, RMHC provides stability and resources to families so they can get and keep their children healthy and happy. All RMHC-operated and supported programs provide a bridge to quality health care and give children and families the time they need together to heal faster and cope better.

### **Ronald McDonald House®**

Ronald McDonald House provides a “home-away-from-home” for millions of families so they can stay close by their hospitalized child. The Ronald McDonald House offers a place to call home at little or no cost so families can afford the best care, regardless of location. The program allows families to stay together, helping their children heal faster and cope better. There are 329 Ronald McDonald Houses serving families in 33 countries and regions worldwide.

## **Ronald McDonald Family Room®**

Provides a place for families to rest and regroup right at the hospital, close to their sick child. By having family presence in the hospital, children heal faster and cope better. The Ronald McDonald Family Rooms provide comfort to more than 4,000 families each day. Today, there are 192 Ronald McDonald Family Rooms in 33 countries and regions.

## **Ronald McDonald Care Mobile®**

Clinics on wheels that offer affordable health care for children, right in their own neighborhood. These state-of-the-art vehicles provide a range of services tailored to the needs of each community. Services range from treatment, prevention, screenings and referrals, and can include medical, dental, vision, immunization, and health education and nutritional care. Currently, there are 50 Ronald McDonald Care Mobiles in 9 countries, bringing healthcare services to areas where it is needed most.

For more information about Ronald McDonald House Charities, visit <http://www.rmhc.org/>.

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### **PHOTO CULTINE:**

Ronald McDonald sports Thirty-One Gifts' products as he shares the news of a new partnership with Thirty-One Gifts.

### **FOR MORE INFORMATION, PRESS ONLY:**

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