



Ronald McDonald House
SOUTHERN ALBERTA



MARKET MALL

Celebrating 40 Years



MEDIA ADVISORY

"They're too nice to slice!"

Ronald McDonald House® Southern Alberta's 2011 Fancy & Frosted Cake Showcase Presented by Market Mall

Due to the success of the 2010 Ronald McDonald House® Southern Alberta 25th Anniversary Cake Competition, the event has made its way back to Market Mall, only this time with a new theme and name. With six teams participating in the Fancy & Frosted Cake Showcase, each team has created a three-dimensional, *Home Sweet Home* themed cake.

From February 7 – 12, visitors to Market Mall are invited to vote for their favourite cake to determine the *People's Choice Award* winner. **We'd like to invite you to join us and Chris Shine from Kool 101.5 for the awards ceremony on Saturday, February 12, 11 a.m. – 1 p.m.** It's a great chance to check out the cakes, support the House and enter to win some great prizes!

"The Fancy & Frosted Cake Showcase is a great way to bring awareness to the community about our organization and the support we provide families with sick children," says Larry Mathieson, Executive Director of Ronald McDonald House® Southern Alberta.

Helping to raise awareness for the House and the event is Market Mall, who is celebrating its 40th anniversary. To celebrate this milestone, Market Mall will be making a \$40,000 contribution to Ronald McDonald House® Southern Alberta during the event.

"Market Mall is proud to support and partner with Ronald McDonald House® Southern Alberta as our Charity of Choice," says Paige O'Neill, General Manager, Market Mall. "The incredible work they do to support families touches so many lives and has such a positive impact on our community we look forward to an even closer relationship with this outstanding charity in 2011 and beyond."

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For more information, please contact:

Jill Lesser
Communications Coordinator
Ronald McDonald House® Southern Alberta
(P) 403-240-3000 ext. 140
(E) jill@rmhsouthernalberta.org
(W) www.rmhsouthernalberta.org

Ronald McDonald House® Southern Alberta:

Ronald McDonald House® Southern Alberta is a compassionate, safe and affordable home away from home for out-of-town families whose children are receiving treatment in a local Calgary hospital. The purpose of Ronald McDonald House® Southern Alberta is to keep families together and provide a supportive environment while the family member is being treated for their illness.

Market Mall:

Market Mall offers guests an Every Day Escape, where they can relax and enjoy their shopping experience. With over 200 fashion and lifestyle brand stores, heated underground parking, Kids At Play, 24 eateries in the food court and two full service restaurants we provide guests with a great mix of social, shopping and dining options. Market Mall outshines north Calgary's retail scene with over 14 million visitors annually. Market Mall is a proud sponsor of Ronald McDonald House® Southern Alberta and, to celebrate our 40th anniversary, is a 2011 corporate champion sponsor of Ronald McDonald House® Southern Alberta.