



Keeping families close®



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MEDIA ADVISORY

**Thirty-One Gifts Celebrates 15 years by remodeling the Chattanooga Ronald McDonald House Playroom
(October 8, 9:30 a.m.)**

What: As a part of Thirty-One Gifts' 15th Anniversary Celebration, please join Cindy Monroe, Founder & CEO, Thirty-One Gifts, and Ronald McDonald House for a pink ribbon cutting to dedicate the newly renovated children's playroom at the Ronald McDonald House to celebrate.

When: October 8, 7:30 – 10 a.m.

Where: Ronald McDonald House, 200 Central Ave. Chattanooga, TN

Media ops: Photos of the ribbon cutting and reveal of the new playroom to families
Families currently using Ronald McDonald House Charities may be available for interviews
Interviews with Thirty-One Gifts representatives and Ronald McDonald House staff

About: The Chattanooga Ronald McDonald House will be the site of the pink ribbon cutting and dedication of the RMHC Playroom, **October 8 at 9:30 a.m.**

Thirty-One Gifts sponsored the remodeling project, and a group of their founding employees performed the labor. Chattanooga designer and blogger Oksana Radionova, of Foxy Oxie, worked with RMHC staff and volunteered to provide design services for the room. Oksana's blog posts are available [here](#).

For more information, contact Bethany Ramsey at 423-778-4147.

About Ronald McDonald House Charities® of Greater Chattanooga

Established in 1990, the mission of Chattanooga's Ronald McDonald House Charities is to provide families with the care and resources they need when their child is sick and to support programs that address the health and well-being of children. RMHC of Greater Chattanooga is an independent, 501(c) 3 registered non-profit that operates solely on donations from individuals, businesses and foundations. The cornerstone programs are the 28-bedroom Ronald McDonald House, the Ronald McDonald Family Room located inside Children's Hospital at Erlanger, and the Ronald McDonald Care Mobile, a school-based medical program. Ronald McDonald House Charities also offers scholarships to area high school seniors.

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About Thirty-One Gifts

Thirty-One Gifts is one of the world's largest direct-selling companies, offering purses and wallets, totes, baby bags, home organization solutions and décor, crafting storage, photo products, thermal bags, jewelry and more. The name Thirty-One Gifts comes from Proverbs 31, of the Bible, which describes the attributes and the importance of a "virtuous woman." With a mission to help women by giving them the opportunity to own their own businesses, Thirty-One provides tools and support to help find success and possibly build a new career. Cindy Monroe started Thirty-One in her basement in Chattanooga, TN, in 2003, and moved to Columbus, Ohio, in 2010. From those humble beginnings they've grown to include more than 1,000 employees and nearly 62,000 independent sales consultants across the U.S. and Canada – many of whom are reaching their dreams through this opportunity. Giving back also is fundamental to Thirty-One. Through their philanthropic initiative, Thirty-One Gives, the company partners with nonprofit organizations that serve and support girls, women and families, and they have donated more than \$100 million in product and cash to charitable organizations that share the mission.

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