



## News Release

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FOR IMMEDIATE RELEASE

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### **PINK WEEK IS MORE THAN JUST FUN FOR STUDENTS**

#### El Reno High School Students' Pink Week Benefits Ronald McDonald House Charities® Oklahoma City

**OKLAHOMA CITY (March 6, 2018)** – El Reno High School students' fourth annual Pink Week Fundraiser was the most successful to date by raising \$3,200 for Ronald McDonald House Charities® Oklahoma City (RMHC-OKC).

"Pink Week is an annual fundraiser during Valentine's week," said Elizabeth Kinsey, El Reno High School Leadership Class Teacher and Student Council Advisor. "Every year the Leadership Class chooses a nonprofit to support. It's a great learning experience for the students. I feel it's important to teach them what it means to help others. They grow so much seeing what a nonprofit does and how they help people."

Prior to Pink Week, students raised money for RMHC-OKC by selling snacks and collecting donations at home basketball games. The Leadership Class also sold Pink Week t-shirts and participation passes. A Participation Pass allowed a student to participate in all Pink Week Events.

Each day of Pink Week was a different event. On Monday the McDonald's of El Reno donated lunch and decorations for the McDonald's Drive Thru, which was set up in the gym for students to receive their lunch. Crafternoon was on Tuesday, where students made crafts for hospitalized children. Wednesday, Valentine's Day, was the McMatchmaker Auction. Boys were auctioned off for dates to go to the McDonald's of El Reno. A kickball tournament between all classes was held on Thursday. The students watched a film on Friday in the auditorium, and Saturday was the Sweetheart Dance.

"We get to have fun, but we want the student body to realize how they are helping our community," said Ben Bosler, El Reno High School Leadership Class President. "This year Pink Week enabled us, as students, to have a positive effect to be able to help families through Ronald McDonald House Charities® Oklahoma City."

Families like Andrea's family. Andrea was a high school basketball star from Drumright, Oklahoma. She was the picture of health until she experienced a bad stomach virus that continued to grow worse. After some testing and two biopsies, she learned that one of her kidneys was failing.

She and her mother, April were originally told Andrea would graduate high school before needing dialysis. Just five months later, she began dialysis treatments at age 16. Andrea's kidney continued to fail and she was put on a kidney transplant list.

Fortunately, Andrea received a match within a month. Her transplant surgery took place at The Children's Hospital at OU Medical Center where she was hospitalized for eight days. After being discharged, Andrea still needed daily follow up visits. She and her mother stayed at the Ronald McDonald House for three weeks before Andrea was able to go home with her new healthy kidney.

For more information, please contact Jill Edenstrom, Director of Marketing/Communications at 405-424-6873 x103 or [jedenstrom@rmhc-okc.org](mailto:jedenstrom@rmhc-okc.org).

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**ABOUT RONALD McDONALD HOUSE CHARITIES® OKLAHOMA CITY**

Ronald McDonald House Charities® (RMHC®), is a non-profit, 501 (c) (3) corporation that keeps families with sick children close to each other and the medical care their child needs when they need it most. With a Ronald McDonald House and a Ronald McDonald Family Room in Oklahoma City, RMHC-OKC programs not only provide access to quality health care, they enable family-centered care ensuring families are fully supported and actively involved in their children's care. For more information, visit [rmhc-okc.org](http://rmhc-okc.org).