



Ronald McDonald House®
Rochester, MN



LOVE TREMENDOUSLY
HOPE EXCEEDINGLY

For Immediate Release

Contact:
Marit Williams, Communications Director
Ronald McDonald House
507-252-2165
mwilliams@rmhmn.org

Laura Archbold
Encore Public Relations
507-202-2652
laura@encorepublicrelations.com

**“The Pop Tab Kid” Donates Over a Million Pop Tabs
to the Ronald McDonald House of Rochester, MN**
Mayor Brede Announces Pop Tab Week in Rochester July 10-16.

June 30, 2017— Inspired by the extraordinary efforts of Seth Bayles, a 16-year old from Bristol, WI, Mayor Ardell Brede is proclaiming the week of July 10-16 “Pop Tab Week” in Rochester in a wider effort to encourage others to collect, save and donate pop tabs to the Ronald McDonald House.

WHO: Mayor Ardell Brede
Seth Bayles and family
Staff, volunteers and Board members of RMHMN

WHAT: News conference to announce Seth’s donation of pop tabs to RMHMN

Visuals include a U-Haul driving up Second St. and turning into the RMHMN parking lot; unloading of bins of pop tabs; and Mayor Brede reading the proclamation. Pop tab collection containers will also be handed out encouraging the community to collect pop tabs.

WHERE: Ronald McDonald House
850 Second St, SW, Rochester, MN 55902

WHEN: 11:00am, Monday, July 10, 2017

-More-

Seth Bayles has an autoimmune disease so rare that it doesn't have a name and there is no cure. His immune system attacks the fat cells in his body and doctors at Mayo Clinic are working hard to halt the progression of the disease. Every nine weeks Seth must make the 600-mile round-trip drive from Bristol to Rochester for the live-saving treatment. He must stay in Rochester for weeks at a time and has found a "home-away-from-home" environment at the Ronald McDonald House. "Living with a chronically ill child has the potential to tear a family apart," said Seth's mom, Julie Bayles. "We have found strength and hope while staying at the House. It's been an oasis of comfort in the middle of chaos and has been something equally as powerful as the care and treatment received at Mayo Clinic."

When Seth and his family heard that the House was launching the *Love Tremendously, Hope Exceedingly* Capital Campaign in an effort to serve more families, they sprang into action. Last month, the Ronald McDonald House launched its historic \$16.5 million dollar campaign announcing plans to nearly double its size to serve more families like the Bayles. Seth understands that when the pop tabs are recycled, that the House receives money from the recycling facility. He has been organizing pop tab drives in his hometown (population 4,000) with a goal of collecting a million pop tabs.

"Annually the House receives \$10,000-15,000 from the recycling of pop tabs and it's an easy and fun way for individuals, families and communities to give back and make a big difference for the House," said Marit Williams, Communications Director of the Ronald McDonald House of Rochester, Minnesota. "We are overwhelmed by Seth and his efforts to raise awareness and funds for our mission. We are grateful for his support and all who will consider collecting pop tabs for our House."

To learn more about the Pop Tab collection program and the expansion being planned by Ronald McDonald House, please visit: <https://expansion.rmhm.org>. Starting next week, media is invited to download Mayor Brede's Proclamation, b-roll of Seth collecting pop tabs, fact sheets and expansion renderings on the online press kit at <https://expansion.rmhm.org/media/press-kit/> with password LoveHope. Interviews will be available with Seth, his family and representatives of the House.

About [Ronald McDonald House® of Rochester MN](#)

The Ronald McDonald House® of Rochester, MN provides a home-away-from-home and offers support to families seeking medical care for their children since 1980. Located near Mayo Clinic and steps away from Saint Marys Hospital. In 2016, the Ronald McDonald House® of Rochester, MN served 838 families.

About [Ronald McDonald House Charities®](#)

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 and their families. Through its global network of nearly 290 Chapters in more than 64 countries and regions and its three core programs, the Ronald McDonald House®, the Ronald McDonald Family Room® and the Ronald McDonald Care Mobile. RMHC keeps families with sick children close to each other and the medical care their child needs at leading hospitals worldwide. RMHC 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.org.

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