



NEWS ADVISORY

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Atlanta Ronald McDonald House Charities

Atlanta's Own, Ryan Seacrest, to Bring Smiles to Atlanta During Hometown Visit Nov. 5 & 6

ATLANTA – (Oct. 28, 2010) – Ryan Seacrest will return home to Atlanta Nov. 5 and 6 with a charitable bang. The Atlanta native recently launched the Ryan Seacrest Foundation (RSF), and its first initiative is to build broadcast media centers within pediatric hospitals for patients to explore the creative realms of radio, television and new media. Seacrest will unveil the first center on Nov. 5 at Children's Healthcare of Atlanta, and it will be named THE VOICESM.

Media are invited to attend the unveiling of THE VOICESM.

WHEN: **Media to arrive Fri., Nov. 5, 2010 at 12:45 p.m.**
1:00 p.m. – 1:30 p.m. Ryan arrives and does individual interviews with media line
1:30 p.m. – 1:50 p.m. Formal presentation and ribbon cutting with photo
1:50 p.m. – 2:05 p.m. Ryan and patient "turn on" the station, begin broadcasting
2:05 p.m. – 3:05 p.m. Ryan visits with patients

WHERE: Children's Healthcare of Atlanta at Egleston
Main Lobby
1405 Clifton Road NE
Atlanta, GA 30322
Parking: Valet park at main entrance off Uppergate Drive

In addition, Seacrest will support Atlanta Ronald McDonald House Charities' second Hearts and Hands Gala Nov. 6. He will serve as host of the black-tie dinner, which will feature live and silent auctions and a performance by platinum recording artist Gavin DeGraw. The Coca-Cola Company is the event's presenting sponsor. The Event Chair is Javier Goizueta, Vice President, The Coca-Cola Company and President of the McDonald's Division Worldwide. Muhtar Kent, Chairman and Chief Executive Officer, The Coca-Cola Company is Honorary Chair.

Media are invited to attend the VIP reception for the Hearts and Hands Gala.

WHEN: **Media to arrive Sat., Nov. 6, 2010 at 6:15 p.m.**
6:30 p.m. – 7 p.m. Photo ops during VIP reception:

- Ryan Seacrest
- Gavin DeGraw
- Kenny Rogers (music legend)

WHERE: Georgia Aquarium
Oceans Ballroom
225 Baker Street, NW
Atlanta, GA 30313

About Ryan Seacrest Foundation

The Ryan Seacrest Foundation (RSF) is dedicated to enhancing the quality of life for seriously ill and injured children through unique programs that utilize multimedia and interactive platforms to enlighten, entertain and educate.

RSF's first initiative is to build broadcast media centers, named THE VOICESM, within pediatric hospitals for children to explore the creative realms of radio, television and new media. RSF's aim is to contribute positively to the healing process for children and their families during their stay by developing these centers to bring an uplifting spirit to the hospital community. The Foundation believes the access to multimedia experiences will bring patients exciting and stimulating adventures to encourage optimistic thoughts during treatment and for the future. It is also RSF's intent to reach out to the community and involve students from local journalism schools, colleges and universities to provide them with the opportunity to gain first hand experience in broadcasting, programming and operating a multimedia center.

About Children's Healthcare of Atlanta

Children's Healthcare of Atlanta, a not-for-profit organization, is committed to enhancing the lives of children through excellence in patient care, research and education. Managing more than half a million patient visits annually at three hospitals and 16 neighborhood locations, Children's is one of the largest clinical care providers for children in the country. Children's offers access to more than 30 pediatric specialties and is ranked among the top children's hospitals by *Parents* magazine and *U.S. News & World Report*. With generous philanthropic and volunteer support, Children's has made an impact in the lives of children in Georgia, the United States and throughout the world. Visit www.choa.org or call 404-250-KIDS for more information.

About Atlanta Ronald McDonald House Charities

Atlanta Ronald McDonald House Charities, Inc. (ARMHC) is a 501(c)(3) non-profit organization dedicated to serving the needs of children by providing temporary housing and support services to families of critically ill and injured children being treated at local children's hospitals. ARMHC has served more than 37,000 families in its 31-year history.

Atlanta's first Ronald McDonald House, located at 792 Houston Mill Road, opened in 1979 as the fourth House in the world and featured 16 bedrooms. This facility hosted more than 24,000 families before closing in 2008. In June 1994, a second house opened at 5420 Peachtree Dunwoody Road to serve patients receiving treatment at Children's Healthcare of Atlanta at Scottish Rite. This facility features 11 bedrooms and has hosted more than 8,000 families. A new, state-of-the art 50-bedroom Ronald McDonald House to serve patients receiving treatment at Children's Healthcare of Atlanta at Egleston opened in June 2008 on Gatewood Road, replacing the original Houston Mill House.

At the Ronald McDonald House, families can enjoy many of the comforts of home, receive nutritious meals prepared and served by volunteers and obtain emotional support through contact with other families experiencing similar situations. No family is turned away if they cannot afford the small \$20 requested contribution and many of these families stay at the Ronald McDonald House for weeks, and sometimes months, while their children receive medical treatment.

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