



Press Kit

Our Mission

Ronald McDonald House West Tennessee & Northeast Arkansas provides essential services that remove barriers, strengthen families, and promote healing when children need healthcare.

Our Purpose

Caring for families with children who are ill or injured.

Our Vision

A world where every family has what they need to ensure the best health outcomes for their children.

Tag Line: Near the care they need with the family they love.

Boilerplate

Ronald McDonald House West Tennessee & Northeast Arkansas, a non-profit, 501(c)(3) corporation, opened its doors in 1991 to provide care for families with sick or injured children undergoing medical treatment far from home. Ronald McDonald House provides essential services that remove barriers, strengthen families and promote healing to help families have what they need to ensure the best health outcomes for their children. Keeping children near the care they need with the family they love is the foundation of our mission. For more information, visit Ronaldmcdonladhousewtnnear.org.

Programs

Ronald McDonald House: Memphis

Ronald McDonald House in Memphis, TN opened its doors in 1991 to provide a home for families who travel to the city for pediatric cancer treatment at St. Jude Children's Research Hospital. The house has 53 family rooms and provides breakfast, lunch and dinner daily. For families, the house serves as a place of comfort, support and security during their child's treatment.

Ronald McDonald House: Jackson, TN

Ronald McDonald House in Jackson, TN opened its doors in 2026 to provide a place for parents and family to be near their ill or injured child receiving care at Le Bonheur Children's and Jackson-Madison County General Hospital. The House is located on the second floor of Hyatt Place located on the campus of the hospital. The house has 20 family rooms and resources such as a stocked community kitchen, laundry facilities, and open living and play spaces.

Hashtag & Social Media

#RonaldMcDonaldHousewtnnear

- Facebook: [facebook.com/ronaldmcdonaldhousewtnnear](https://www.facebook.com/ronaldmcdonaldhousewtnnear)
- Instagram: [@ronaldmcdonaldhousewtnnear](https://www.instagram.com/ronaldmcdonaldhousewtnnear)
- YouTube: [@ronaldmcdonaldhousewtnnear](https://www.youtube.com/ronaldmcdonaldhousewtnnear)
- LinkedIn: [linkedin.com/company/ronald-mcdonald-house-wtnnear](https://www.linkedin.com/company/ronald-mcdonald-house-wtnnear)

Our Logos

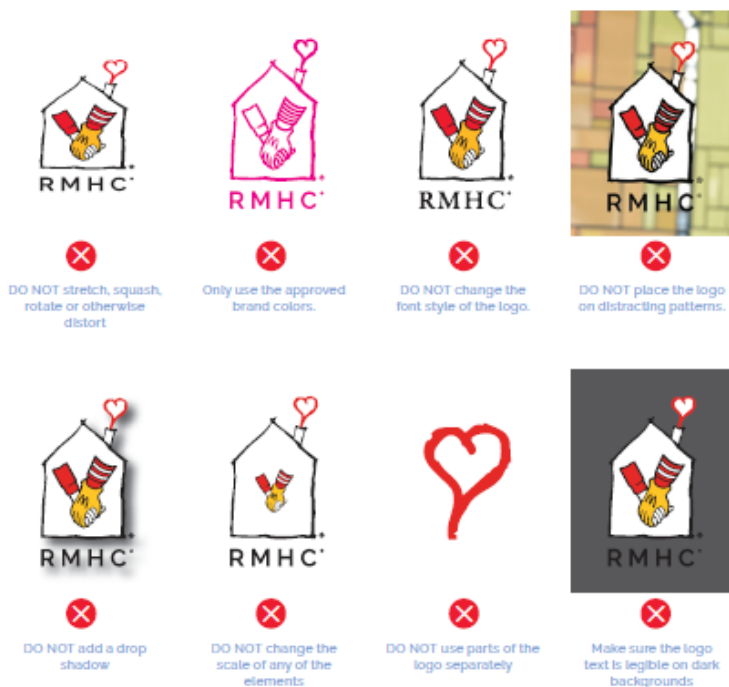
Thank you for using our logos responsibly.

Logo Access:

https://www.dropbox.com/scl/fo/4xcexaresilb852157be2/AM38lgE7gvqPi9bVfBYvktE?rlkey=42ul4pepe_dngxn4j72glubdpz&st=0uwnbwmd&dl=0

Logo Quick Reference

- Do not distort the logo. Always leave the logo in the correct proportions. Do not stretch or skew the logo.
- Do not add effects to the logo.
- Do not add embellishments like drop-shadows, embossing, etc. to the logo.
- Do not place the logo on a busy background.
- Do not use parts / pieces of the logo image separately in any form.
- Do not use the logo as a large background of collateral



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