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**PHILADELPHIA DIRECT MARKETING ASSOCIATION
RAISES \$7,800 TO BENEFIT
PHILADELPHIA RONALD MCDONALD HOUSE**

Annual charity event in its 13th year

Philadelphia, PA – January 25, 2007 – Members of the Philadelphia Direct Marketing Association (PDMA) and their guests “bet with the House” – the Philadelphia Ronald McDonald House® – at the 13th Annual Holiday Charity Event at the North Hills Country Club in North Hills, PA.

Amid a swirl of roulette, Black Jack, poker, and craps tables, participants of the PDMA Monte Carlo Night bet to support the mission of the Philadelphia “House” which is to provide a home-away-from-home for families whose seriously ill children are being treated at area medical facilities. The event raised \$7,800 this year.

The Philadelphia Ronald McDonald House opened its doors on October 15, 1974 at its first site which was located at 4032 Spruce Street in Philadelphia. Today, the House is located at 3925 Chestnut Street and is staffed 365 days a year by both full-time and part-time staff as well as by 250 volunteers. Each year families travel from all parts of the country – 48 states – and from all over the world – 16 countries – so that their child receives renowned treatment at Philadelphia hospitals.

“With the help of generous people, including members of the Philadelphia Direct Marketing Association that support us year after year, the focus of more than 2,000 families each year doesn’t have to be ‘where will I sleep... how will I get to the hospital... how do I keep my strength,’” said Debra Roberts, executive director, Philadelphia Ronald McDonald House. “Instead the focus is where it should be: allowing families to make the best decisions for their child’s care. Moreover, it is the generous

spirit of the PDMA and its members that our families sense – the indefinable gift that says you care.”

It was smiles all around at Monte Carlo Night and the generosity of PDMA members and guests was palpable. As just one of many examples, Kevin Mullarkey, an employee of Alliance Business Systems who won the raffle’s grand prize, generously donated all the money back to the House.

About the Philadelphia Direct Marketing Association

The Philadelphia Direct Marketing Association (PDMA) is a non-profit membership association consisting of more than 500 members throughout Philadelphia, Southern New Jersey, and Northern Delaware. The PDMA has served the direct marketing community through education, information, and networking services since 1943. For more about the PDMA and a schedule of upcoming meetings and events, visit www.the-pdma.org.

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Note to Editors: Photos are available upon request.

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