

NEWS RELEASE

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FOR IMMEDIATE RELEASE

POP-TOP TOPPER: 2009-10 POP TOP CHALLENGE WILL ATTEMPT TO COLLECT MORE THAN 4.3 MILLION SODA CAN TABS

PHOENIX, Ariz. (July xx, 2009): When the 2009-10 Ronald McDonald House Pop-Top Challenge gets underway this fall, the goal will be well ... over the top.

During the 2008-09 campaign, more than 24,000 students from 39 schools collected over 3,350 pounds of pop tabs. Since 1,276 pop tabs equal 1 pound, that means roughly 4,274,600 pop tabs were collected.

"We're hoping for even more this year," said Ronald McDonald House Development Director Eric Spicer of what will be the annual campaign's third year. "And while we recognize that there may be dentists out there cringing at the thought of so many soda cans, the benefits of the campaign are immeasurable."

Schools in central and northern Arizona are being contacted about participating in the event, and both cash and in-kind sponsorships (for printing and prizes) are being sought. Winners of the Challenge are chosen in two categories: most tabs collected by total weight and most collected by weight per student. There is no charge for schools to participate in the Challenge.

Collected pop tabs are recycled by Arizona Environmental Recycling with the proceeds donated to pay for room nights for families unable to afford the \$10 nightly fee that is asked of those staying at one of the two Ronald McDonald Houses in the Valley.

"We don't turn families away if they can't afford to pay the fee, and fund raisers like the Pop-Tab Challenge help us offset the costs," Spicer said. "The last burden we want to place on families whose children are undergoing medical care in the Valley is worrying about where they'll stay and what they'll eat."

Families staying at Ronald McDonald House may stay for days, weeks or months at a time and, in addition to being provided with a room, are served group meals most nights prepared by community volunteers.

For more information about the Pop-Tab Challenge or for volunteer opportunities at one of the two Houses, visit www.rmhcphoenix.com or call Cori Frolander at the Ronald McDonald House at (602) 798-5096.

BOILERPLATE