Rich Tuckwell-Skuda Honored By Ronald McDonald House New York

The CEO & Founder of The Anything Group (TAG) will be honored on October 17th as Ronald McDonald House New York celebrates its 45th anniversary of serving families who have a child with pediatric cancer and other serious illnesses.

LAS VEGAS NEVADA, July 15, 2024 - This year, while celebrating the 45th anniversary of the Ronald McDonald House New York, Rich Tuckwell-Skuda, CEO & Founder of The Anything Group (TAG), will be honored for his unwavering support to this organization and its remarkable work, on October 17th at the Annual Gala. Ronald McDonald House New York provides families of children with cancer and other serious illnesses with a strong, caring, and seamless circle of assistance. Around this impactful work that Ronald McDonald House New York does constantly for these families, is that Rich is attempting to raise a huge amount of donations to contribute to this noble and amazing cause. All donations count when it comes to children, so if you want to be part of this solidarity mission, please do not hesitate to make your donation here: https://gala.rmh-newyork.org/honorees/rich-tuckwell-skuda

"Ronald McDonald House New York is a hugely personal cause and insanely close to my heart. There isn't anyone reading this who hasn't been directly affected by a cancer diagnosis, whether personally, a family member, or a friend. We've all seen the devastating effects that both a diagnosis and subsequent treatment take on every aspect of the life of both the person and the surrounding friends, family, and financial situation. Now imagine being 5 years old and being diagnosed with something that may or may not take, or alter your entire life forever. For the past 7yrs, I have devoted a lot of my time and my various companies' time and products to doing all I can to help and assist the amazing team at Ronald McDonald House New York and now I'm asking all those around me to lean in and help raise funds. I am truly honored the house and board have chosen to recognize the contributions I have made and will continue to make, it wasn't required nor desired but I am humbled and greatly honored", said Rich Tuckwell- Skuda, CEO & Founder at TAG.

With the use of modern facilities, varied services, and customized programming, Ronald McDonald House New York addresses' family's underlying social factors of health so they can focus on what matters most: their child's health. Ronald McDonald House New York is more than just a House that focuses on pediatric cancer care. While they still provide a home away from home for families during their child's treatment, their reach extends across the five

boroughs. Ronald McDonald House New York shows up through the Ronald McDonald Family Rooms, hospitality cart services, wellness programs, tutors, music, art, transportation, community, and more.

In honor of the 45th anniversary of Ronald McDonald House New York, **Rich Tuckwell-Skuda, CEO & Founder of The Anything Group,** will be recognized for his dedication to collaborating with Ronald McDonald House New York in their mission of assisting families of children battling cancer and serious illnesses. Rich and his full-service Marketing Agency (TAG) have also collaborated by offering multiple Marketing services that help promote Ronald McDonald House New York awareness and social purpose.

You can also be part of his noble mission and help raise donations so that more families and their children can go through these difficult moments in the best way possible. Join Rich and make a difference: https://gala.rmh-newyork.org/honorees/rich-tuckwell-skuda

| Did you know?

- A gift of $65 provides a round trip to and from the hospital for a family with a child in treatment.
- $365 provides one night of housing, transportation meals, activities, and supportive services.
- A gift of $2,500 would provide a meal to 95 different families staying at the House in NYC while their children access treatment.
- $5,000 provides two families with a week-long stay at the House.
- $10,000 provides four families with a week-long stay at the House
- $20,000 provides eight families with a week-long stay at the House.
- A gift of $55,000 would sponsor the monthly cost of our meal program.

In 2023, RMH-NY served over 800 families, 26,958-night stays were provided and over 51,000 meals were served to ensure families have access to nutritious meals every day. This was all possible because of donors like you. Every Donation Counts!

| About Rich Tuckwell-Skuda

Rich Tuckwell-Skuda is the CEO and Founder of The Anything Group (TAG). Known for his leading entrepreneurial spirit and remarkable track record spanning the travel, hospitality, and tech sectors, Rich has successfully launched numerous brands for TAG clients and companies as a visionary thought leader.

More information at: https://theanythinggroup.com/senior-team/rich/

| About TAG

The Anything Group (TAG) is a full-service performance, marketing, branding, website development, and reputation agency, with a full in-house production and filming studio. TAG performs Emotive Engagement and Connection Marketing services across the hospitality, luxury brands and products, fashion, retail, and streamed media worlds. TAG, we are Anything But Ordinary. TAG along!

| About Ronald McDonald House New York

Located on East 73rd Street in New York, Ronald McDonald House New York (RMH-NY) is New York City's House. The organization provides critical care, support, and services to families battling pediatric cancer and other serious illnesses through its House and in partnering hospitals across New York City. RMH-NY has served more than 59,000 families throughout all five boroughs of New York City, across the U.S. and around the world, and approximately 40% of families are international. Its 11-story, 79,000 square-foot House features 95 guestrooms – including six post-transplant suites – four full guest kitchens, laundry facilities, two outdoor terraces, private libraries, a dining room, a living room, and more. At the House, families are welcomed with love and comfort, and lifelong friendships are formed among people who understand what it's like to cope with devastating diagnoses. By providing programs that offer economic and financial assistance, temporary housing, food and nutrition, early childhood

development, music and arts, transportation to and from treatment, peer-to-peer support, education, language access, wellness services, and various enriching activities for families to enjoy together, RMH-NY's programs help to address the social determinants of health and provide a sense of normalcy for families as they battle the most difficult fight of their lives. The organization's presence extends well beyond the confines of the House, as RMH-NY is also committed to positively impacting communities across the five boroughs. Through partnerships with eight leading healthcare systems, RMH-NY collaborates with New York City hospitals to ensure there is an integrated approach to treatment that advances health equity, particularly among vulnerable and at-risk populations. For more information, or to learn how to volunteer or donate, please visit rmh-newyork.org

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