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Ronald McDonald House Eastern North Carolina Unveils New Brand, Celebrating Nearly 40 Years of Helping Families Stay

GREENVILLE, N.C. | October 15, 2026 — Nearly 40 years after opening its doors to families across Eastern North Carolina, Ronald McDonald House Eastern North Carolina is entering a new chapter with a refreshed brand identity, new logo, new colors and a renewed expression of the mission that has guided the organization since 1987.

At the heart of the new brand is a simple idea: **family stays**.

For nearly four decades, Ronald McDonald House Eastern North Carolina has been a haven for families experiencing one of the hardest moments of their lives: being present for their child while they receive medical care.

Since opening in 1987, the House has served **more than 35,000 families**, providing a place to stay, meals, comfort and community during times when families need it most. Families never pay to stay at the House, allowing parents and caregivers to focus on what matters most: being there for their child.

“Our new brand reflects who we are today, which is an organization that continues to grow, evolve and find new ways to support families throughout Eastern North Carolina,” said **Beth Anne Atkins, President and CEO of Ronald McDonald House Eastern North Carolina**.

A New Look for a Mission That Remains the Same

The refreshed brand introduces a new visual identity designed to reflect the warmth, hope and strength found within the House every day. The new logo and color palette bring a fresh look to the organization while honoring the legacy built through nearly 40 years of serving families.

The new tagline, “**family stays**,” captures the heart of that legacy.

It represents more than a place to sleep. It represents a place where a parent can stay close to their child, where siblings can be together, and where families can find a meal, a moment of rest, a comfortable bed and a community of support.

For families facing a medical crisis, having those everyday worries lifted can make an extraordinary difference.

One family from **Cape Carteret** experienced that support firsthand:

“This organization truly cares about helping and supporting families during sometimes the most difficult period of their lives. When your only worries are on the treatments, procedures and

medical information, all while you were missing work, it is a blessing to have the slightest worries lifted from your shoulders such as meals, laundry, and a comfortable bed to sleep in.”

For families like this one, the House provides more than a place to stay. It provides the space and support families need to focus on their child.

Nearly 40 Years of Community Support

The work of Ronald McDonald House Eastern North Carolina would not be possible without the community that continues to show up for families.

From volunteers and donors to McDonald’s Owner Operators and community partners, thousands of people have helped make the House a place where families can find support at no cost to them.

One of the simplest ways community members can help is by **Round Up for Ronald at participating McDonald’s restaurants**. When customers choose to round up their purchase to the nearest dollar, those small contributions add up to meaningful support for families staying at the House.

Those cents directly help provide the meals, lodging and support that allow families to stay close to their children during medical care.

Looking Toward the Future

As Ronald McDonald House Eastern North Carolina approaches its 40th year, the new brand represents both a celebration of where the organization has been and excitement for where it is going.

The House may have a new look, but its purpose remains unchanged: helping families stay together when they need each other most.

For nearly 40 years, families across Eastern North Carolina have walked through the doors of Ronald McDonald House Eastern North Carolina looking for a place to stay, a place to breathe and a place to feel supported.

Now, that story has a new look.

The colors are new. The logo is new. But the heart of the House stays the same.

About Ronald McDonald House Eastern North Carolina

Since 1987, Ronald McDonald House Eastern North Carolina has provided a home away from home for families whose children are receiving medical care. Located in Greenville, North Carolina, the House provides families with a place to stay, meals and a community of support at no cost to them.

With the support of donors, volunteers, McDonald's Owner Operators and community partners, Ronald McDonald House Eastern North Carolina has served more than **35,000 families** since opening its doors.

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