



FOR IMMEDIATE RELEASE ...

October 1, 2024

**HARRY NORMAN, REALTORS® PARTNERS WITH ATLANTA RONALD MCDONALD HOUSE CHARITIES THIS OCTOBER**  
***Fourth Annual 'Cares' Initiative Supports Children + Families in Need | Donations Welcome Oct. 1 –22 Across Atlanta***

**ATLANTA:** For the fourth year in a row, [Harry Norman, REALTORS®](#), the premier luxury real estate firm in Atlanta and broader Georgia, will host its **Harry Norman Cares** initiative to support Atlanta families in need. The firm is partnering with Atlanta Ronald McDonald House Charities (ARMHC) for the third year as part of the initiative, aiming to provide numerous families with kits full of food, personal care, essential items, and more. Harry Norman, REALTORS® offices will be collecting donated items from the public from Oct. 1 through Oct. 22 for this year's Harry Norman Cares.

"Our commitment to community goes beyond real estate, and we aim to make a positive impact on the local areas we serve each year with the Harry Norman Cares initiative," said Jenni Bonura, Harry Norman, REALTORS® President and CEO. "We're honored to be partnering with Atlanta Ronald McDonald House Charities for the third year because their mission perfectly aligns with the reason we began this initiative. Our team is excited to allocate our time and resources to those who need them most, and with help from the public we hope to surpass last year's donation of 1,680 kits."

The goal of the initiative is to create a better community through meaningful actions and partnerships. The Harry Norman, REALTORS® Impact Council, its diversity, equity, and inclusion group, creates opportunities for teamwork and inclusivity within the company and community, including the Harry Norman Cares initiative, which was established in 2021. ARMHC is an Atlanta-based charity that aims to keep families together during uncertain, difficult times. They host thousands of families each year, providing a comfortable place to call home while they care for a child receiving treatment for illness or injury at a nearby care facility.

Donations can be made by participating in one of three ways from Oct. 1 through Oct. 22.

- Drop off donation items at 12 Harry Norman, REALTORS® offices, Monday – Friday from 9 a.m. – 5 p.m.
- Donations purchased online can be shipped directly to an office if needed.
- Clients of Harry Norman, REALTORS® agents can also provide items directly to the agent.

Donated items will be used to create different themed "Care Kits," including "Personal Care Kits," "Laundry Essentials Kits," "Grab-and-Go Snack Kits," and "Entertainment Kits." Items being collected for donation include travel-sized shampoos and soaps, toothbrushes, toothpaste, deodorant, laundry pods, individual dryer sheets, mini hand-sanitizers, non-perishable food items like sweet and salty snacks, individual packages of mac and cheese, mini juice boxes or water bottles, holiday, and seasonal comfort items, and more. Items must be able to fit within gallon-sized Ziploc or clear bags.

In addition to collecting donations this year, Harry Norman, REALTORS® has reserved three on-site volunteer opportunities for its agents, employees, and staff to participate, including:

- A Group-Led Meal Service, where groups plan, prepare, and serve meals to families.
- A Trunk or Treat event, where volunteers decorate car trunks and hand out candy to families, followed by a pizza party.
- At the conclusion of the donation drive, Harry Norman, REALTORS® agents and employees will package the donated items into Care Kits, for delivery to ARMHC.

More information on Harry Norman Cares and specific items needed for the Care Kits and drop-off locations for donations can be found [here](#). Interviews are available on request.

**About Harry Norman, REALTORS®:** Harry Norman, REALTORS®, the premier luxury real estate firm in Atlanta, was established in 1930 out of a desire to provide an unparalleled customer experience. As the first residential real estate firm in Atlanta, Harry Norman, REALTORS® earned the reputation of being the best and setting the standard for others who follow. Real estate has evolved, as has Harry Norman, but one thing remains constant more than 90 years on – when you work with Harry Norman, REALTORS®, you can be confident you are working with the best real estate agent Atlanta has to offer. With a network of 14 sales offices and approximately 1,000 real estate professionals, Harry Norman operates across Atlanta and the greater Georgia area with international reach through longstanding affiliations with Luxury Portfolio International, Who's Who in Luxury Real Estate and its London office, Mayfair International Realty. For more information, visit [HarryNorman.com](#) or connect with the firm via [Facebook](#) and [Instagram](#).

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