



FOR IMMEDIATE RELEASE

November 13, 2024

HARRY NORMAN, REALTORS® IMPACTS NEARLY 2,000 METRO ATLANTA FAMILIES WITH 'CARES' INITIATIVE

Partnership with Atlanta Ronald McDonald House Provided Care Kits, Prepared Meals & a Trunk-or-Treat for Families in Need

ATLANTA: [Harry Norman, REALTORS®](#), Atlanta and North Georgia's premier luxury real estate firm, is proud to announce the completion of its fourth annual Harry Norman Cares initiative. Supporting [Atlanta Ronald McDonald House Charities \(Atlanta RMHC\)](#), over 100 Harry Norman, REALTORS® agents and employees gave back to Metro Atlanta families in a multitude of ways, including packaging and donating 1,937 care kits (15.3% more than in 2023), preparing meals and treats for busy families, and hosting a trunk or treat event for children undergoing medical care that could not participate in Halloween.

This marked the third year in a row that Harry Norman, REALTORS® partnered with Atlanta RMHC for the 'Cares' initiative. The real estate firm chose to support Atlanta Ronald McDonald House Charities once again because of its extensive reach across Atlanta and incredible capacity to support families in need. Atlanta RMHC provides comfort, care, and stability to families during challenging times, and its purpose aligns perfectly with Harry Norman, REALTORS® commitment to making a positive impact in the community.

The initiative began this year on Oct. 1, when Harry Norman, REALTORS® invited agents, staff, and members of the public to donate items for care kits with different themes, including "Personal Care," "Laundry Essentials," "Grab-and-Go Snacks," and "Entertainment." The care kits are useful for RMHC families because they make it easier for them to grab snacks and drinks, toiletries, and entertainment items when heading to the hospital to see their sick children, or during an emergency, when families otherwise may not have time to pack those items. After the donation period ended on Oct. 22, Harry Norman agents and employees came together at their local offices to package the donated items into 1,937 care kits to be delivered to RMHC for distribution. The team surpassed this year's donation goal, exceeding last year's donation of 1,680 care kits.

"To all those who donated items and our dedicated agents and employees who brought this initiative to life—we are truly grateful," said Jenni Bonura, President & CEO of Harry Norman, REALTORS®. "Having the opportunity to support Atlanta Ronald McDonald House Charities in such a meaningful way is a true reflection of our core values, and we couldn't be prouder of this collective effort. With Atlanta RMHC's scale and dedication, we're excited to continue supporting their work in creating a home away from home for countless families in our city."

In addition to the care kits, 16 Harry Norman, REALTORS® volunteers prepared a week's worth of meals for 30-40 families each at both Atlanta Ronald McDonald House locations for the RMHC "Meals that Heal" program. Meals that Heal provides much-needed meals to families taking care of their sick children, who often don't have the time, funds, or energy to prepare a healthy meal. Harry Norman, REALTORS® volunteers also hosted a special trunk or treat event for Atlanta RMHC kids, decorating their cars and handing out candy to children who are often unable to trick or treat in the traditional way. Children and their families were also able to decorate pumpkins and enjoy a pizza party after the trunk or treat event.

Atlanta RMHC was thrilled to partner with Harry Norman for a third year. "We are thankful for the support of Harry Norman during its Harry Norman Cares Initiative," said Tracey Atwater, Atlanta RMHC President & CEO. "They hosted a trunk or treat event, painted pumpkins with our families, participated in Meals That Heal, and packed much needed kits. We are excited to be building a new House in Atlanta and look forward to continuing our partnership with Harry Norman."

Photos from this year's Harry Norman Cares initiative are available [here](#), and interviews are available upon 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 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 15 sales offices and over 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](#).

Media Contacts: Tara Murphy, Abby Watkins + De'Andra Gaston | 360 Media, Inc. | 404-577-8686 or abby@360media.net

###