



RONALD MCDONALD
HOUSE CHARITIES®
KENTUCKIANA

ANNUAL REPORT

2 0 1 0

THE MISSION

of Ronald McDonald House Charities of Kentuckiana is to provide a “home away from home” for families of children receiving healthcare at area medical facilities while also lending support to other organizations who aid children.

We do this by providing:

- **36** Guestrooms at the Ronald McDonald House for up to four people complete with fresh bed linens and towels
- Meals prepared by volunteers, and other staples donated by the community
- Laundry facilities
- Toiletries such as soap, shampoo and other Household items
- Books, movies and other recreational activities
- For families, a space to rest at our Ronald McDonald Family Rooms at Norton Suburban Hospital, Kosair Children’s Hospital and Frazier Rehab Institute

Our Ronald McDonald House opened on September 10, 1984. Since then, Ronald McDonald House and Ronald McDonald Family Rooms have served over 70,000 families. Our staff and volunteers offer love, strength and support, when families need it most.

For more information about Ronald McDonald House Charities, visit www.rmhc-kentuckiana.org.

The following trademarks used herein are owned by McDonald’s Corporation and its affiliates: McDonald’s, Ronald McDonald House Charities, Ronald McDonald House Charities Logo, RMHC, Ronald McDonald House, Ronald McDonald Family Room, and Ronald McDonald Care Mobile.



LANDON'S STORY, OUR IMPACT

“IT MEANS SO MUCH TO US AS PARENTS TO SEE LANDON BE ABLE TO FORGET THE HOSPITAL, DOCTORS AND PAIN FOR A WHILE.”

BY APRIL OSBORNE, LANDON'S MOTHER

Landon was born six weeks premature with sickle cell disease. Landon is now four years old and has been hospitalized countless times for blood transfusions, pneumonia, surgery and all types of infections. When he was fourteen months old his spleen stopped functioning and he became gravely ill. At the young age of two Landon had his spleen removed at Kosair Children's Hospital.

A year ago Landon began red blood cell exchange therapy and has started to get stronger each month. His doctors feel they can maintain his present condition if he continues to respond to the red blood cell exchange treatments. He will eventually need a bone marrow transplant, but we just take it a day at a time.

We are so blessed to be able to stay at the Ronald McDonald House (RMH) in Louisville while Landon has his treatments. Hotels are not only financially draining, but strange and uncomfortable when you are sick. Landon, my

husband and I feel so comfortable and welcome while we are at RMH. It means so much to us as parents to see Landon be able to forget the hospital, doctors and pain for a while. We appreciated being able to get much needed rest in a safe, clean and friendly place.

If we had to pick one favorite thing about the House, it would be the staff and volunteers. Everyone at RMH works so hard to help provide the families with comfort and stability. You can tell the staff and volunteers want to be at the House and believe in what it stands for.

We can't thank everyone enough at RMH. To everyone that works at the House and behind the scenes, we say "God bless you." Thank you to all the donors that give so freely of their time and money. We are most grateful for the smile we get to see on our son's face when he walks through the doors of RMH. He knows he is safe, welcome and loved . . . Now, that's priceless!



2010 IN REVIEW

We all know 2010 was a tough time for our nation's economy. Record-setting tough. But for the families that passed through our doors, 2010 was even tougher. In addition to staring down lay-offs, a tough job market and declining home values, the families we met had a seriously ill child in a hospital far from home.

We hold strong to our core beliefs, that when you change a child's life, you change a family's - which can change a community, and ultimately the world. Your support last year enabled your Ronald McDonald House Charities of Kentuckiana (RMHCK) to remain diligent in our effort to support families in need.



Through annual gifts and special events like McDazzle and the Cornhole Cup, our donors once again helped RMHCK bridge the gap between what families are asked to give (\$15 per night) and our actual costs (more than \$70 per night). Since we opened our doors in 1984 and through 2010, nobody has been turned away because they could not pay.

Unfortunately, 45 families this year could not stay with us because every room was taken. Our staff found those families discounted hotel rooms downtown and many were able to come stay with us once a room opened up. This speaks to the great need for the services RMHCK provides.

Year after year, our Ronald McDonald House serves more people. In 2010, we served nearly 2,000 families and more than 5,000 family members of seriously ill children. Those are record numbers for us and as you might expect, we were very busy. Our staff - though small - worked 24 hours a day, seven days a week to meet the day-to-day needs of our families. Nearly 300 caring and generous people answered our call for support by volunteering more than 16,000 hours. Our volunteers are truly the 'heart of the House.'

In 2010, our impact extended beyond Ronald McDonald House on 550 S. First Street. Our three Ronald

“ WE TRY TO PREPARE OURSELVES FOR THE UNEXPECTED, BUT HOW MANY OF US ARE PREPARED TO LIVE IN A HOTEL FAR FROM HOME FOR 334 DAYS WHILE OUR CHILD IS HOSPITALIZED? TO EAT EVERY

McDonald Family Rooms at Kosair Children's Hospital, Norton Suburban Hospital and Frazier Rehab Institute served hundreds of additional families.

Thanks to the support of McDonald's Kentuckiana Restaurants and RMHC Global matching funds, we awarded over \$80,000 in grants to local organizations that serve children and more than \$60,000 in scholarships to deserving college students.

Our Board of Directors – leaders in our community and the backbone of RMHCK – continued to ensure that we are excellent stewards of our donors' gifts. They also provided RMHCK

with leadership and strategic planning as we look forward to future years and how we can address the growing demand for our services.

In closing, we want to say to everyone who touched RMHCK this year: your support gave hope and comfort to families who relied on us for a week, some who stayed with us for a month or even one who needed us nearly the whole year. 2010 was a tough year – incredibly so for those with seriously ill children. Your contribution and kindness helped relieve their heavy burden.

Thank you.

**MEAL AT A RESTAURANT ALL 334 DAYS? TO DO ALL THIS WITHOUT BEING
ABLE TO GO TO WORK? THE HOTEL BILL ALONE COULD EXCEED \$30,000.
IN 2010, WE MET A FAMILY FACING THIS EXACT SITUATION.**



Hal Hedley
HAL HEDLEY
Executive Director



Gary Owen
GARY OWEN
Board President

SCHOLARSHIPS

In 2008, Ronald McDonald House Charities of Kentuckiana began awarding scholarships to outstanding graduating high school seniors. Since then, more than \$100,000 has been awarded to 28 area students.

High school seniors are eligible to apply for RMHCK scholarships by visiting: rmhc-kentuckiana.org/what-we-do/rmhc-us-scholarships/

High school counselors can also provide an application. All eligible applications go through a review process before winners are selected.



Image courtesy Mo McKnight Howe

2010 RMCHK SCHOLARSHIP RECIPIENTS

Travis Cunningham
Our Lady of Providence High School

Maria Puche
Atherton High School

Sydney Johnson
Dupont Manual High School

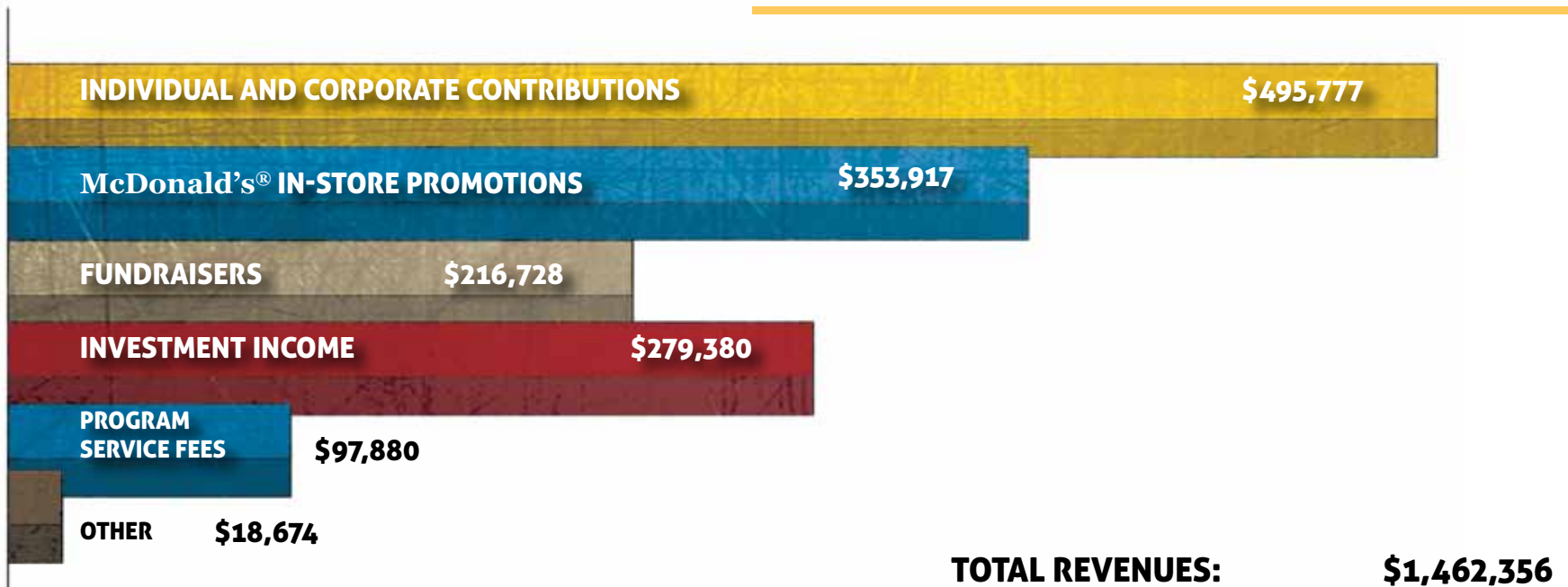
Ada Sanchez
Atherton High School

Fahira Mehmedovic
Atherton High School

Andrew Thomas
Our Lady of Providence High School

Chisom Omenyinma
Male High School

2010 FINANCIALS



81 CENTS OF EVERY DOLLAR IS USED TO FUND RMHCK PROGRAMS.

Our staff and board of directors work diligently to make sure each and every dollar we raise is spent effectively and efficiently to support our mission of providing a "home away from home" for seriously ill children and their families.

TOTAL EXPENSES:	\$1,307,071
PROGRAM	\$1,030,172
MANAGEMENT AND GENERAL	\$123,115
FUNDRAISING	\$153,784

TOTAL ASSETS AS OF DECEMBER 31, 2010: \$6,878,308

Figures based on audited financial statements by Strothman and Company PSC.

TOP 10 COUNTIES SERVED at our Ronald McDonald House

RANK	COUNTY, STATE	VISITS	NIGHTS
1.	Daviess, KY	159	811
2.	Hardin, KY	93	730
3.	Henderson, KY	48	636
4.	Barren, KY	61	439
5.	McCracken, KY	88	330
6.	Taylor, KY	47	306
7.	Hopkins, KY	46	285
8.	Adair, KY	33	282
9.	Washington, IN	14	281
10.	Grayson, KY	36	279



MORE COUNTIES SERVED at our Ronald McDonald House

COUNTY, STATE	VISITS	NIGHTS	COUNTY, STATE	VISITS	NIGHTS	COUNTY, STATE	VISITS	NIGHTS
Out of KY and IN	82	553	Washington, KY	11	101	Pike, KY	10	34
Calloway, KY	37	276	Spencer, KY	4	95	Simpson, KY	3	33
Graves, KY	49	241	Monroe, KY	27	93	Christian, KY	6	32
Jefferson, IN	24	226	Shelby, KY	10	91	Allen, KY	14	30
Meade, KY	14	203	Butler, KY	5	91	Laurel, KY	12	30
Scott, IN	16	199	Greenup, KY	5	88	Ballard, KY	9	30
Ohio, KY	40	190	Livingston, KY	25	75	Casey, KY	5	29
Unknown	26	181	Boyd, KY	14	75	Trimble, KY	2	29
Muhlenburg, KY	29	180	Other	24	71	Switzerland, IN	7	22
Nelson, KY	26	176	Monroe, IN	22	68	Bullitt, KY	4	22
Carter, KY	24	167	Elliot, KY	4	64	Caldwell, KY	7	19
Marion, KY	12	158	Larue, KY	3	64	Green, KY	13	18
Cumberland, KY	39	152	Franklin	6	55	Crittenden, KY	12	18
Edmonson, KY	5	143	Metcalf, KY	15	53	Vanderburg, IN	10	17
Clinton, KY	6	139	Lyon, KY	11	49	Ripley, IN	3	17
Fulton, KY	17	123	Russell, KY	11	47	Warrick, IN	3	17
Harrison, IN	9	123	McLean, KY	14	44	Crawford, IN	5	15
Warren, KY	29	118	Hancock, KY	8	40	Dubois, IN	2	14
Marshall, KY	28	118	Perry, IN	3	39	Henry, KY	2	14
Hart, KY	17	118	Webster, KY	18	37	Logan, KY	8	12
Breckenridge, KY	20	114	Davis, KY	11	37	Spencer, IN	3	12
Oldham, KY	6	112	Union, KY	10	37	Carlisle, KY	2	11
Floyd, KY	12	109	Carroll, KY	7	35	Pulaski, KY	2	10

... and 17 counties in KY, IN and OH with less than 10 nights each.

LEGACY PLANNING

Legacy. It's a buzz word among the wealthy in our country right now - billionaires committing to use their wealth to benefit future generations. But you don't have to be Gates or Greenspan to leave a legacy.

To help our supporters leave their legacy, we are in the process of ramping up our efforts in the area of gift and estate planning. As part of the strategic plan approved by our board of directors, we are focused on serving our donors by offering free information about these subjects.

Over the next several months, you'll notice various pieces of helpful information such as special newsletters, receipt stuffers and seminar invitations. We will provide the latest planning techniques available based on today's tax environment and opportunities. This will be practical information featuring real-life examples that can be applied to your own personal or business planning situations. Of course, we always appreciate those who choose to include RMHCK in their charitable plans. However, we do not want anyone to feel pressured to support RMHCK. Please accept this information as a free gift, regardless of your future charitable plans.

RMHCK WILL BEGIN OFFERING FREE GIFT AND ESTATE PLANNING SEMINARS, NEWSLETTERS, AS A SERVICE TO OUR COMMUNITY

For more information, or to explore creative ways you can support RMHCK, please contact Executive Director Hal Hedley at 502.561.7658 or hal@rmhc-kentuckiana.org.

WHY?

- to empower our supporters to make more informed decisions that can positively impact their families, and the people who depend on them for generations.
- We believe that, ultimately, people would rather leverage more giving to their favorite charities instead of the IRS. In turn, this can greatly increase our ability to fulfill the mission of RMHCK. It's a win-win situation for everyone.

We have BIG PLANS FOR FUTURE GROWTH, and we need THE RESOURCES TO MAKE SURE WE ARE HERE FOR FAMILIES OF THE NEXT GENERATION'S SERIOUSLY ILL CHILDREN.

\$250,000

Your nickles, dimes and quarters can help provide a safe haven for families going through the toughest time of their lives. It's true. Every time you drop your change into a Donation Box at McDonald's, you are helping RMHCK provide a "home away from home" for families of seriously ill children. In 2010, Kentuckiana-area McDonald's customers donated over \$250,000 via RMHC Donation Boxes, making this one of our largest income sources. Please continue to support the House in this way and encourage others to do so, too.



BY THE NUMBERS

5.4

Days of average stay at our Ronald McDonald House

5,339

Number of people served

334

Longest stay by one family

1,958

Number of families served

80

Percent, average daily occupancy at the Ronald McDonald House

1,518

Number of children served

45

Families we had to turn away because we were full for the night. Many were able to stay with us later that week once a room opened up.

LANDON OSBOURNE

AND HIS FAMILY FEATURED ON PAGE 3
STAYED WITH US 9 TIMES
FOR A TOTAL OF 13 NIGHTS

2010 GRANTS

TOTAL GIVEN

\$80,502

FUNDS FOR OUR GRANT MAKING COME FROM THE GENEROUS SUPPORT OF OUR LOCAL MCDONALD'S OWNER/OPERATORS AND RMHC GLOBAL MATCHING FUNDS.

ORGANIZATION

GRANT

BENEFIT FOR CHILDREN

Bellewood Presbyterian Home For Children	\$2,000	Help with supplies for their Back to School Bash
Blackacre Conservancy, Inc.	\$7,080	Help with purchase of floating modular accessible dock
Cabbage Patch Settlement House	\$4,165	Physical Wellness Program elliptical trainer
Children's Hospital Foundation	\$7,548	Help purchase Doernbecher intensive care bed
Exceptional Teens & Adults Teen Center Inc.	\$1,087	Education software
Father Maloney's Boys' Haven Inc.	\$5,000	Help to purchase a van
Feeding America, Kentucky's Heartland	\$5,000	Backpack Program for 2010-2011 school year
Frazier Rehab Institute	\$4,864	Help improve recreational resources for patients in rehab
Friends School	\$3,937	Sensory support in form of communication devices
Gilda's Club	\$3,645	Help purchase four Dell computers, monitors and printers
Golden Arrow Center	\$5,000	Purchase of diapers, socks, underwear, etc.
Green Hill Therapy, Inc.	\$1,856	Help with testing materials for enhanced outcomes-based practice
Highland Community Ministries	\$2,870	For facility improvements
House of Ruth	\$1,350	Help with Children's School Success Program
Kids Center for Pediatric Therapies	\$3,235	Equipment/technology to support updated lab
Lyndon Recreation Assn.	\$7,500	Assist in construction of one fitness station
Neighborhood House	\$10,000	Repaint, furnish & equip rooms for Youth Development Program
New Hope Services, Inc.	\$515	For diapers and baby formula
Pediatric Hematology/Oncology	\$1,500	Supplies for "Survivor's Celebration" Day
YMCA Safe Place Services	\$2,350	For food/supplies to help with Street Outreach Program

FRIENDS SCHOOL

BY KRISTINA CHRISTENSEN, EXECUTIVE DIRECTOR

We've just finished another amazing year of learning at Friends School! We are so grateful to Ronald McDonald House Charities of Kentuckiana for their continued support. We serve children ages 1 year to 5th grade at Friends, and 30 percent of our students have an identified special need. With a specialized support team in place, students with special needs can work and play with their typical peers.

We have a designated Sensory Room where children receive support and assistance from experienced staff. Thanks to the grant from Ronald McDonald House Charities, we supplied our Sensory Room with Pea Pods, balance boards, a rocking horse and beanbags! One of the new purchases last year was the ball



pit—a huge hit with the children! Time with these sensory items help children to function better in their regular classroom.

We also purchased education software to create picture schedules, communication boards and behavior plans. Our new laminator ensures that our creations are strong and sturdy for the little hands that will be on them day after day. The new software enables us to use picture schedules in each classroom for each child with special needs. We can also send these schedules home with children for the same purpose—to help them learn what to expect, to make choices and to ease transition. If children feel confident and supported at school, those feelings will follow them home!

The purchase of a Sound Amplification System was a benefit for our students with Auditory Processing Disorders. Research demonstrates that an amplified sound field helps students to better understand language. The teacher wears a small microphone and her voice is amplified, making it easier for children to hear each word helping them to process information and directions. Seemingly simple items provide a world of support for special needs children in the regular classroom.

Thank you, Ronald McDonald House Charities, for supporting our program. Your gifts are utilized each and every day and provide opportunities for children to learn and grow. Attention to special needs and typical peer models are a great combination. We've seen many years of success with this approach and appreciate your support as we continue to educate children in the Friends' way.

THE SANDERS FAMILY

TOOK VOLUNTEERING TO A FAMILY-LEVEL IN 2010

BY SCOTT SISCO, VOLUNTEER WRITER



Bob and Melissa Sanders discovered the value of the Ronald McDonald House first hand. In 2007, Melissa was 7 ½ months pregnant with their second child when she traveled to Calgary, Alberta Canada with the Pride of Kentucky Chorus for a festival. Though her doctor cleared her to travel, Nicholas didn't want to wait to come back to Louisville to be born. After a couple of hours of labor, he made his appearance in a hospital in Calgary.

Bob made arrangements for Abby, now 7 1/2, then took off to Canada to be with Melissa and their new little boy.

“We basically had nowhere to stay,” Melissa said. “We didn't know the city.”

A social worker put them in touch with the local Ronald McDonald House, where they stayed for about two weeks while Nicholas grew enough to come home.

“It's a case where you don't know how nice things are until you need help,” Bob said. “It really hits home how important they are. It woke us up a bit.”

The Sanders not only found an affordable place to stay, but also people to lean on while they watched their newborn son develop hundreds of miles from home.

Melissa said the volunteers and staff at the Ronald McDonald House made a powerful impression on her. “The emotional support was invaluable.”

When they returned to Louisville, they began looking for ways to give back. About a year later, Bob started volunteering at the Ronald McDonald House in Louisville. Abby soon began following her dad.

“She became an official volunteer because she went so much,” Melissa said.

Now that Nicholas is 3 ½, he and Melissa have begun volunteering as well. They spend three hours a month, usually on the second Sunday of the month, doing whatever needs to be done around the House. The Sanders help organize the pull tabs collected as a fund raiser, clean rooms or even bake cupcakes for those staying in the House. The kids especially enjoy this task, Melissa said.

“It’s so great to do something together to give back,” Melissa said. “It gives the kids an appreciation for what we have.”

The family time spent at the Ronald McDonald House helps Bob and Melissa teach their kids values early in life, and allows them to have some meaningful experiences together, Melissa said.

“It’s a fun family event, but the kids realize it’s work, too,” Bob said. “The kids do everything we ask.”

For the Sanders, helping out the Ronald McDonald House is a family affair, which extends to other organizations to which they belong. The Pride of Kentucky Chorus sponsors a meal at the House once a quarter.

“The Chorus is our extended family,” Melissa said. “They realize how important the is for us.”

Everyone involved with the Ronald McDonald House notices the same family-feel surrounding the House, Melissa said.

“The moment you walk in, whether in Calgary or Louisville, you feel the sense of family,” Melissa said. “We were welcomed in Calgary as family members, as a guest in their House.

“We’ll do everything we can to help continue that family feeling at Ronald McDonald House and to help others.”

VOLUNTEER LUNCHEON

"OUR VOLUNTEERS ARE TRULY THE 'HEART OF THE HOUSE.'" - HAL HEDLEY
PHOTOS BY MEGAN HILE PHOTOGRAPHY



10 Easy Ways to Support RMHCK



1. Become a fan of our Facebook page
2. Drop your change in RMHC Donation Boxes at McDonald's restaurants
3. Donate your car and take a tax write-off! Visit carshelp.org to learn more
4. Drop off homemade or store-bought baked goods
5. Collect toiletry items from hotels when traveling
6. Collect pull tabs and bring them to the House (550 S. First St.) to be recycled
7. Organize a wish list drive
8. Volunteer
9. Include RMHCK in your will
10. Schedule a tour of RMH and invite your friends

Most commonly used items at Ronald McDonald House.
View our full wishlist at rmhc-kentuckiana.org

Individually packaged snacks
Baking supplies
Swiffer refill supplies (wet and dry)
Disinfectant spray
Laundry detergent
13 gallon garbage bags
Paper plates and bowls
Microwavable meals

Volunteers with 100+ Hours in 2010

June Woo Clausen
William Longest
Imogene Schroerlucke
Jim Schroerlucke
Dick Trowbridge
Muriel Trowbridge
Ron Weckman
In loving memory of **Donnie Schaad**



RONALD MCDONALD
HOUSE CHARITIES®
KENTUCKIANA

McDazzle

Our red tie gala McDazzle, presented by The Carriage House Companies, was held Saturday, February 20, 2010, at Louisville Marriott Downtown. The evening event exceeded our expectations and goals, bringing in a record \$190,000 in net proceeds! We are extremely grateful to our sponsors, volunteers, attendees and staff.

More than 680 guests enjoyed cocktails from Heaven Hill Distilleries, hors d'oeuvres, and silent auction. Guests were then treated to a fabulous gourmet dinner, followed by a fantastic live auction and live music from Nervous Melvin and the Mistakes. Barry Bernson, of Fox in the Morning, emceed the event. Auctioneer Shaun Logsdon had a special connection to us, his family stayed at our Norton Suburban Family Room when his child was seriously ill. Meeting the Johnson Family captivated each of us as we watched a video produced by the family about Addison's journey with cancer.

'Lounge at McDazzle' was a new addition to our marquee event. More than 125 young professionals enjoyed food from McDonald's and cocktails by Heaven Hill Distilleries.

A special thanks to our presenting sponsor, The Carriage House Companies, Inc. and Republic Bank & Trust Company, our volunteer sponsor, as well as all of our auction item donors, staff, volunteers, and attendees!

Sponsors

Presenting Sponsor

The CARRIAGE HOUSE
COMPANIES, Inc.

a subsidiary of Ralcorp Holdings, Inc.



Platinum Sponsors



i'm lovin' it®



KOSAIR
CHILDREN'S
HOSPITAL
A Part of Norton Healthcare



NORTON
HEALTHCARE

Gold Sponsors

Allegra Print & Imaging
Bandy Carroll Hellige
Churchill Downs, Inc.
Commonwealth Bank & Trust Co.
Heaven Hill Distilleries, Inc.
In Memory of Betty Rutledge
Jewish Hospital & St. Mary's HealthCare
The Martin Brower Company
UPS

Silver Sponsors

Dr. Pepper
E.ON-U.S.
GCH International
Golden Brands
Ken's Beverages
Kosair Charities
QSAN
Coca-Cola Company



BOARD OF DIRECTORS

Executive Committee

President: Gary Owen, Allegra Print and Imaging
 Immediate Past President: Judy Davenport, McDonald's
 Vice-President: John Bischoff, The Carriage House Companies
 Vice-President: Chris Katakis, UPS (Retired)
 Vice-President: Bob Hausladen, New Horizons PCS
 Vice-President: Ben Murr, Churchill Downs, Inc.
 Treasurer: James Hickman, LG&E
 Secretary: Nancye Olt, Commonwealth Bank and Trust

Board Members

Talbot Allen	Volunteer
Sal Bertolone, M.D.	University of Louisville
Sharon Decker	Fifth/Third Mortgage
John Disselkamp	Republic Bank
Kevin Fuqua	Mountjoy Chilton Medley
Martha English	McDonald's
Laura Gipe	Kosair Children's Hospital
Scott Gritton	Shell Road Ranger
Cis Gruebbel	Kosair Children's Hospital
Shelly Gubser	Bandy Carroll Hellige
Lara Howe	McDonald's
Jim Hoyer	Grange Insurance (Retired)
Vanessa Jones	General Electric
Eva Kapfhammer	Volunteer
Teresa Leezer	MetaCyte Business Labs
Elizabeth Padgett	Volunteer
Ken Reiss	Louisville Frame & Fender
London Roth	Humana
Joseph Stennis	Dinsmore & Shohl LLP
Peggi Van Doren	Volunteer
Stephanie Young	McDonald's



Image courtesy Caleb A Wilson

From: Beth Beverly
Sent: Wednesday, May 25, 2011 11:42 PM
To: Hal Hedley
Subject: Re: video copy



RONALD MCDONALD
HOUSE CHARITIES®
KENTUCKIANA

Thank you so much Hal. I am in tears as I write you because it was such an amazing video. I can't say enough how honored we are to have been the family that got to share how much what you all do at RMH means to us. Perhaps Rhyan's story will touch someone to donate. My life has changed so much since she has been born, and I have such a passion to help. I look back at last year and I can honestly say I wouldn't know what we would have done without RMH. I have reprioritized my own life to make sure that charity work is high on my list. Please know that I mean so sincerely anything I can do to help would be my pleasure. Thank you again!

**SCAN THIS
QR CODE WITH
YOUR SMART
PHONE TO
EXPERIENCE
THE BEVERLY'S
AMAZING STORY.**

