



FOR IMMEDIATE RELEASE

September 25, 2017

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PITTSBURGH MERCY'S 14TH ANNUAL REINDEER BALL
Spectacular holiday children's gala and online holiday auction to benefit vital, community-based Pittsburgh Mercy programs and services

PITTSBURGH (September 25, 2017) – Ring in the season, create a new holiday memory, and help children in need in our community by attending **Pittsburgh Mercy's 14th Annual Reindeer Ball**. The spectacular children's gala and evening of holiday fun for families with young children will be held **Sunday, December 3, 2017**, from 4 to 7 p.m., at The Westin Convention Center Pittsburgh Hotel, 1000 Penn Avenue, Downtown. The evening benefits vital Pittsburgh Mercy programs and services.

Dressed in their holiday finest, guests will mingle with some of their favorite holiday characters and storybook friends; create holiday crafts; decorate holiday cookies; enjoy balloon and caricature artists; and savor a holiday meal from adult and child-friendly buffet stations. While awaiting Santa Claus' arrival after dinner, Emmy Award-winning RWS Entertainment Group, a New York City-based entertainment company founded by Western Pennsylvania native and Point Park University alumna Ryan W. Stana, will dazzle Reindeer Ball guests with "Christmas in Neverland," a glittering holiday revue featuring popular storybook characters.

An estimated 500 guests attended the gala last year. Since its creation in 2003, the Reindeer Ball has generated \$1.02 million for vital Pittsburgh Mercy programs and services. In 2016, the event grossed nearly \$64,000.

Pittsburgh Mercy, one of the region's largest health and human service providers, offers integrated, community-based physical and behavioral health programs to adults, children, adolescents, and families. Of the 33,000+ people Pittsburgh Mercy serves annually, more than 7,000 are children and adolescents. Pittsburgh Mercy empowers individuals and families to overcome barriers and lead healthy, successful lives in the community.

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Pittsburgh Mercy is the only Certified Community Behavioral Health Clinic in Southwestern Pennsylvania. Additionally, Pittsburgh Mercy's child and adolescent crisis diversion and acute stabilization, and partial hospitalization programs are accredited by CARF International, an independent international accrediting body.

Tickets to the Reindeer Ball must be purchased in advance. Tickets are \$100 per adult and \$50 per child. To purchase tickets, visit www.pittsburghmercy.org or <https://secure.acceptiva.com/?cst=b170e5>. For more information, or to inquire about Reindeer Ball sponsorship opportunities, contact [Connie Murray](mailto:CMurray@pittsburghmercy.org) at CMurray@pittsburghmercy.org or call 724-934-3537.

To coincide with this year's Reindeer Ball, **Pittsburgh Mercy will host an online holiday auction, November 1 through 8, 2017**. Now in its ninth year, the auction gives adults the opportunity to shop online for holiday gifts from the convenience of home. Many of the featured auction items support local businesses. Featured items available for bid include tickets to Pittsburgh cultural and entertainment venues, attractions, and local sporting events; overnight and weekend get-away packages; and more.

The bidding gets underway November 1 at 9 a.m. at <http://biddingforgood.com/pittsburghmercyauction>. Every bid placed has the opportunity to help those who are most in need. Final bids will be accepted November 8 at 8 p.m. For more information about Pittsburgh Mercy's online holiday auction, contact [Lorry Perkins](mailto:LPerkins@pittsburghmercy.org) at LPerkins@pittsburghmercy.org or 724-934-3538.

About Pittsburgh Mercy

[Pittsburgh Mercy](http://www.pittsburghmercy.org), a member of [Trinity Health](http://www.trinityhealth.org) and serving in the tradition of the Sisters of Mercy, is one of the largest health and human service nonprofit organizations and also one of the largest employers in Southwestern Pennsylvania. Pittsburgh Mercy includes Bethlehem Haven, McAuley Ministries, Mercy Behavioral Health, Mercy Community Health, Mercy Intellectual Disabilities Services, Mercy Parish Nurse and Health Ministry Program, Operation Safety Net®, and Pittsburgh Mercy Family Health Center. Together, these Pittsburgh Mercy programs and their 1,700 employees serve more than 33,000 individuals annually at 60+ locations in Southwestern Pennsylvania. To learn more about [Pittsburgh Mercy](http://www.pittsburghmercy.org), or to make a donation in support of its important work in the community, visit www.pittsburghmercy.org.

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EDITOR'S NOTE: Media interested in covering this event should contact in advance [Linda K. Ross](mailto:Linda.K.Ross@pittsburghmercy.org) or [Zandy Dudiak](mailto:Zandy.Dudiak@pittsburghmercy.org).