



FOR IMMEDIATE RELEASE

9th ANNUAL BACKYARD BULL BASH RAISES \$13,000 TO SUPPORT FAMILIES WITH HOSPITALIZED CHILDREN

AUSTIN, TX (April 15, 2015) -- Hundreds of Central Texas families gathered in Marty “Rooster” Norsworthy’s backyard in La Grange, Texas last May 25 and raised \$13,000 at the 9th annual Backyard Bull Bash to support Ronald McDonald House Charities® of Central Texas (RMHC Central Texas). Proceeds from the event support families with critically ill or injured children in Austin-area hospitals.

Not your typical backyard event, the Backyard Bull Bash is a top-notch bull riding and then some, topped off with live music by the Petit Brother Band. In 2011, Ronald McDonald House Charities became the events’ charity partner and since then, the Backyard Bull Bash has raised over \$38,500 for the families served by RMHC Central Texas.

The event kicked off with children participating in mutton busting and calf scrambles for 0-7 and 8-13 years old. From there the competition heated up in calf riding and junior bull riding followed by Elk Tractor Lawn Mower Barrel Racing. RMHC’s own Director of Development, Missy Strittmatter, was fast, but she was edged out by Bailey Fritsch of Reve Salon, a local sponsor. The night concluded with the professional bull riding.

“Rodeo gave so much to me for so many years,” comments Rooster Norsworthy, the Backyard Bull Bash founder and host. “This is my way of giving something back. I love my grand-babies, and I guess I just want to help children and those who love their children.”

The Backyard Bull Bash had a very special connection this year when Rooster’s 17-year-old niece, Paige suffered a serious head injury and her parents found refuge at the Ronald McDonald House®. Nathan and Brandy Norsworthy stayed at RMHC Central Texas and were provided the comfort they needed while Paige healed in the hospital.

“We are so grateful to RMHC Central Texas for providing us a place to rest, regroup and be strong for our daughter, Paige,” comments Brandy Norsworthy. “Since we lived far from the hospital, it was comforting to know we had a place to stay that was minutes away from her.”

“We are so grateful to Rooster Norsworthy, Karl Johnson and the entire LaGrange community that came together to support our families,” says Carolyn Schwarz, chief executive officer of Ronald McDonald House Charities of Central Texas. “Their efforts to organize and host this amazing family fun event will touch thousands of families with hospitalized children that rely on our “home-away-from-home.”

Plans are underway for the 10th Annual Backyard Bull Bash that will be held on May 24, 2015.

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About Ronald McDonald House Charities of Central Texas

Ronald McDonald House Charities of Central Texas, a nonprofit 501 (c)(3) organization, creates, finds and supports programs that directly improve the health and well-being of children. Through its Ronald McDonald House® and Ronald McDonald Family Room® programs, RMHC Central Texas provides stability and resources to families to keep them together as their critically ill or injured children receive treatment in Austin-area hospitals. The Ronald McDonald House is a 30 guest room,



nurturing home-like environment and the Ronald McDonald Family Rooms are located within three Austin hospitals. For more information, visit www.rmhc-ctx.org