

ShopRite of West Berlin Promotes Ronald McDonald House Fundraiser

Award-Winning SandCastle Artisan Provides Creative Kickoff to Competitive Fundraiser with Sand Replica of the Ronald McDonald House

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Award-winning sand sculptors, husband and wife team of John Gowdy and Laura Cimador, stand proudly alongside their sand replica of the Ronald McDonald House of Southern New Jersey in ShopRite of West Berlin.

West Berlin, N.J. – A bit of the Jersey shore made its way into an aisle of ShopRite of West Berlin, capturing the attention and amazement of customers. Standing at 6 feet tall, a detailed sand replica of the Ronald McDonald House in Camden is now a centerpiece of the store, created onsite earlier this week by renowned artist John Gowdy and wife, Laura Cimador. The two-day build and finished structure are part of an effort to inspire a friendly sandcastle competition that will raise money for the Ronald McDonald House of Southern New Jersey (RMHSNJ) this summer.

The replica, made of approximately 400 pounds of sand, will remain at ShopRite of West Berlin under plexiglass through Sept. 8. Gowdy has used sand to express himself ever since he was a child, so he hopes to inspire others to unleash their creativity through the RMHSNJ summer sandcastle fundraiser. To enter, team leaders for five or fewer people pay \$30, and leaders of six or more people pay \$60. Register at <https://ronaldhouse-snj.org/event/sandcastle-contest>. Each team will submit a photo of its creation, with a 12-inch ruler next to it for size reference. All teams and creations must sport a creative name. Entries are due by Aug. 31.

Zallie-Somerset Stores, owners of ShopRite of West Berlin and 10 other stores in the area, has an ongoing, supportive relationship with RMHSNJ; owner David Zallie is on the Board of Trustees. In addition to hosting this event, the company has donated funds and products, and its employees have served dinner at the House. This sandcastle contest will help replace revenue that would have come from events that were cancelled due to the pandemic.