



## **World Children's Day<sup>®</sup> at McDonald's<sup>®</sup> 2008 Fact Sheet**

### **WHAT:**

Participating McDonald's<sup>®</sup> restaurants across the country will host World Children's Day<sup>®</sup> fundraisers November 10 – 20, benefiting Ronald McDonald House Charities<sup>®</sup> (RMHC<sup>®</sup>) and other local children's causes around the world. McDonald's and its restaurant Owner/Operators, suppliers and customers have raised more than \$124 million for RMHC and other children's causes over the program's first six years.

### **WHEN:**

World Children's Day at McDonald's will be celebrated across the country throughout November, culminating on Thursday, November 20. From November 10 – 20, McDonald's customers can donate \$1 to RMHC through the purchase of a "Give A Hand<sup>®</sup>." On November 20, \$1 from the sale of select menu items at McDonald's will be donated to RMHC. As an extension of the in-restaurant program, new to WCD this year, is the launch of the WCD "Give A Hand for Ronald McDonald House Charities" online widget application that allows consumers to virtually Give A Hand to those in need, pledging their support of RMHC through their MySpace or other social networking page. Consumers can also donate to RMHC online and share the Give A Hand with their friends and family.

### **WHERE:**

At participating McDonald's restaurants.

### **WHY:**

Social responsibility has been a fundamental part of McDonald's business for more than 50 years. From aiding in disaster relief efforts, to fostering career development and opportunity, to committing to top environmental standards and animal welfare practices, McDonald's actions are grounded in founder Ray Kroc's heritage of giving back to the local communities McDonald's serves. With a shared history that dates back to McDonald's support in the creation of the first Ronald McDonald House in Philadelphia in 1974, McDonald's has supported RMHC and its mission to improve the health and well being of children around the world. World Children's Day is McDonald's largest annual fundraiser for RMHC and an important day to call attention to the needs of children.

### **HOW:**

From November 10 – 20, customers can help support RMHC by visiting their local participating McDonald's restaurant and purchase a Give A Hand for \$1. Funds raised from the Give A Hand program will benefit RMHC. The Hands will be displayed in participating McDonald's restaurants throughout November, reminding customers to lend a hand to support those in need. On Thursday, November 20, customers can purchase select menu items at participating McDonald's restaurants and \$1 will also be donated to RMHC. In addition, customers can download a "Give A Hand for Ronald McDonald House Charities" online widget application to their MySpace or other social networking page to raise awareness for RMHC.

The online Give A Hand can be shared with friends and family, and consumers can also donate to RMHC online. For the first 20,000 Hands given throughout November, McDonald's will donate \$1 per hand to RMHC.

#### **FUNDRAISING:**

Funds raised on World Children's Day have been used to help children around the world through RMHC and its three core programs: the Ronald McDonald House, the Ronald McDonald Family Room and the Ronald McDonald Care Mobile program:

- **Ronald McDonald House<sup>®</sup>** serves as a home away from home near the medical facility where a child is receiving treatment. Here, family members can sleep, eat, relax and find support from other families in similar situations. Since 1974, the Ronald McDonald House program has helped more than 10 million families in need. There are currently 282 Ronald McDonald Houses around the world.
- **The Ronald McDonald Family Room<sup>®</sup> program is** located inside hospitals, offering families an opportunity to refresh, rest, and reflect without leaving their critically ill children's sides. Today, there are 127 Ronald McDonald Family Rooms in 14 countries and regions.
- **Ronald McDonald Care Mobile<sup>®</sup> program,** a fleet of state-of-the-art vehicles that deliver cost-effective medical and dental care to underserved children, right in their own neighborhoods. Currently, 34 Ronald McDonald Care Mobile programs operate in Argentina, Poland, El Salvador, New Zealand, Thailand and the United States.

For more information on World Children's Day, visit [www.mcdonalds.com](http://www.mcdonalds.com)

For more information about RMHC or to make a donation to RMHC, visit [www.rmhc.org](http://www.rmhc.org)

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