



## MEDIA ALERT ... MEDIA ALERT ... MEDIA ALERT ... MEDIA ALERT ... MEDIA ALERT

### McDONALD'S® ALL AMERICAN GAMES TO LAUNCH FIRST eBay AUCTION FOR RONALD McDONALD HOUSE CHARITIES®

*Auction Items Include Exclusive Behind-the-Scenes Experiences with Players,  
Dinner with Coaching Legend John Wooden, Autographed Memorabilia and More*

**WHAT:** This year marks the 30th Anniversary of the McDonald's All American High School Basketball Games, and the first time the Games will auction exclusive sports memorabilia from past years and the opportunity to meet with the country's top athletes.

Auction items include:

- An all-expense paid, **VIP trip for two** to the **2007 McDonald's All American Games** in Louisville, Ky. Package includes a meet-and-greet with the players, access to closed practices, great seats to all the action, tickets to the player's banquet and much more
- One-on-one **dinner with legendary UCLA coach John Wooden in Los Angeles**, including travel and hotel accommodations
- Memorabilia including:
  - 30th Anniversary basketball signed by McDonald's All American Alumni Ambassador **Alonzo Mourning** along with celebrities and sports stars, including **Shaquille O'Neal, Scottie Pippen, Gary Payton, Ludacris** and **Queen Latifah**
  - Official Games basketballs signed by the 2006 Boys and Girls team, including current NCAA standouts **Greg Oden** and **Kevin Durant**
  - Official, framed **Carmelo Anthony** and **Kevin Garnett** McDonald's All American throwback jerseys

**WHEN:** Live eBay auction runs Mon., March 12, 2007 – March 19, 2007

**WHERE:** **Auction Web site:** <http://www.ebay.com/allamericangame>  
**McDonald's All American Games Web site:** [www.mcdonaldsallamerican.com](http://www.mcdonaldsallamerican.com)

**WHY:** Proceeds from the McDonald's All American Games eBay auction will help raise funds for Ronald McDonald House Charities (RMHC®), a charity dedicated to improving the health and well-being of children around the world.

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