



McHappy Day® 2009 Fact Sheet

WHAT

Participating McDonald's® restaurants across the country will host McHappy Day® fundraisers from November 10 – 20, benefiting Ronald McDonald House Charities® (RMHC®) and other local children's causes around the world. McDonald's fundraising efforts have raised more than \$150 million for RMHC and other children's causes, thanks to the support of McDonald's customers, employees, owner/operators, and suppliers. Seventy-five percent of the funds raised from McHappy Day efforts will stay local, benefiting the RMHC Chapters, their children's causes and their communities. The remaining 25% of funds will benefit the Charity's global network of programs

WHEN

McDonald's will celebrate McHappy Day across the country throughout November, culminating on Friday, Nov. 20.

WHERE

At participating McDonald's restaurants.

WHY

Social responsibility has been a fundamental part of McDonald's business for more than 50 years. McDonald's actions are grounded in founder Ray Kroc's legacy 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. McHappy Day is McDonald's signature fundraiser for RMHC and is an important day to call attention to the needs of children.

HOW

From November 10 – 20, customers can support RMHC by visiting their local participating McDonald's restaurant to purchase a "Give A Hand®" for \$1. Proceeds raised from the "Give A Hand" fundraiser will benefit RMHC. The Hands will also be displayed in participating McDonald's restaurants throughout November, reminding consumers to lend a hand to support those in need. On Friday, November 20, customers can purchase select menu items at participating McDonald's restaurants and \$1 will be donated to RMHC.

As an online extension of the in-restaurant "Give A Hand" fundraiser, customers can also add the "Give A Hand for Ronald McDonald House Charities" application to their Facebook® pages and share a virtual Hand with their friends and family to raise awareness for RMHC. In addition, in honor of McHappy Day and the 35th Anniversary of the first Ronald McDonald House, McDonald's USA will donate \$1 per virtual Hand shared online, up to 35,000 Hands.

FOR MORE INFORMATION

For more information on McHappy Day visit www.mcdonalds.com/mchappyday

For more information about RMHC or to make a donation, visit www.rmhc.org

For more information and access to media assets, visit www.mcdepk.com/rmhcepk

###

Facebook® is a registered trademark of Facebook Inc.

©2009 McDonald's