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**McDONALD'S® CELEBRATES 35 YEARS OF HELPING CHILDREN AND FAMILIES IN NEED  
THROUGH NATIONWIDE McHAPPY DAY® IN-RESTAURANT FUNDRAISER  
300<sup>th</sup> Ronald McDonald House® Breaks Ground as Annual Fundraising Effort Expands Online**

**OAK BROOK, Ill. (November 10, 2009)** – This November, McDonald's® restaurants across the U.S. will host McHappy Day®, the company's signature fundraising event for children and families in need. By visiting participating McDonald's restaurants from November 10-20, supporters can join McDonald's in raising funds and awareness for Ronald McDonald House Charities® (RMHC®). For the past seven years, McDonald's fundraising efforts have raised more than \$150 million for RMHC and other children's causes worldwide through support from McDonald's customers, employees, owner/operators and suppliers.

To commemorate McHappy Day, as well as the 35th anniversary of the Ronald McDonald House program, RMHC will break ground on what will be the 300th Ronald McDonald House on Friday, November 20 in St. Louis, Missouri. The new House, scheduled to open in September 2010, will join Ronald McDonald Houses in 30 countries and regions and will serve as a "home away from home" for families whose children are going through medical treatment in nearby hospitals.

"We're proud of our long-standing support of Ronald McDonald House Charities, and our shared commitment to the happiness and well-being of children and families around the world," said Don Thompson, president, McDonald's USA. "Now more than ever, we understand just how critical the Charity's services are to families in need. By helping to 'Give A Hand'® during McHappy Day this November, RMHC can continue expanding its programs and services to even more children and families."

Supporters can participate in McHappy Day at McDonald's through the following in-restaurant and online programs:

**"Give A Hand" for RMHC at Participating McDonald's Restaurants**

Starting today through November 20, customers can show their support for the Charity through the annual "Give A Hand" in-restaurant fundraising program. Paper Hands will be sold for \$1 each at participating McDonald's restaurants, with all proceeds going to RMHC. In addition, when customers visit participating McDonald's restaurants on November 20, \$1 from the sale of select menu items will be donated to RMHC.

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### **McDonald's Helps Customers "Give A Hand" Online**

For individuals who want to raise awareness for RMHC and McHappy Day through their social networks, McDonald's also offers a "Give A Hand for Ronald McDonald House Charities" application on Facebook®. The application enables users to virtually "Give A Hand" to those in need, share Hands with friends online, and pledge their support for RMHC and McHappy Day. In honor of the 35th anniversary of the first Ronald McDonald House, McDonald's USA will donate \$1 per virtual Hand shared online to RMHC, up to 35,000 Hands. Customers can visit <http://www.facebook.com/giveahand> to add the application to their Facebook profiles and share Hands online. New this year, customers can also show their support for RMHC on Twitter by using the #McHappyDay hash tag and following [@McDonalds](#) and [@RMHC](#) for more information.

Seventy-five percent of the funds raised will benefit local RMHC Chapters and their programs benefiting local children and their families. The remaining 25 percent will benefit the Charity's global network of programs, including Ronald McDonald Houses, Ronald McDonald Care Mobiles®, Ronald McDonald Family Rooms®, as well as RMHC Grants and Scholarships.

"Our corporate partners and dedicated volunteers help make it possible for RMHC to continue to grow and expand our services to meet the needs of families with seriously ill and injured children," said Marty Coyne, president and CEO, Ronald McDonald House Charities. "McDonald's signature fundraiser, McHappy Day, is a true testament to the long-standing relationship that RMHC has with McDonald's and demonstrates how their customers, partners and employees have joined together to raise millions of dollars to provide for children in need."

For more information about McHappy Day at McDonald's, visit [www.mcdonalds.com/mchappyday](http://www.mcdonalds.com/mchappyday). For more information about RMHC, visit [www.rmhc.org](http://www.rmhc.org).

### **About McDonald's**

McDonald's USA, LLC is the leading foodservice provider in the United States serving a variety of wholesome foods made from quality ingredients to millions of customers every day. More than 80 percent of McDonald's 14,000 U.S. restaurants are independently owned and operated by local franchisees. Since 1974, McDonald's has supported Ronald McDonald House Charities and its mission to improve the health and well being of children around the world. McHappy Day is McDonald's largest fundraising event, and an important day to call attention to the needs of children. For the past seven years, McDonald's fundraising efforts have raised more than \$150 million for RMHC and other children's causes around the world. For more information, visit [www.mcdonalds.com](http://www.mcdonalds.com).

### **About Ronald McDonald House Charities**

Ronald McDonald House Charities, a non-profit, 501 (c) (3) corporation, creates, finds and supports programs that directly improve the health and well being of children. Its programs are grassroots-driven to enable the Charity to offer help where children need it most – right in their own communities. RMHC makes an immediate, positive impact on children's lives through its global network of local Chapters in 52 countries and regions and its three core programs: the Ronald McDonald House, Ronald McDonald Family Room and Ronald McDonald Care Mobile. These programs provide a bridge to accessible health care and allow families more time together, which helps in the healing process. RMHC and its global network of local Chapters also have awarded more than \$460 million in grants and program services to children's programs around the world. For more information, visit [www.rmhc.org](http://www.rmhc.org).

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