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**THE DUCHESS OF YORK NAMED 2006 GLOBAL AMBASSADOR FOR
WORLD CHILDREN'S DAY™ AT McDONALD'S®**

*Sarah Ferguson Supports Fifth-Annual Fundraiser
To Benefit Ronald McDonald House Charities® with Intercontinental Tour*

OAK BROOK, Ill. (Oct. 23, 2006) – Sarah Ferguson, The Duchess of York, was named global ambassador for World Children's Day at McDonald's for a second straight year today. The annual fundraising program, which raises money internationally for Ronald McDonald House Charities (RMHC®) and other children's charities, enters its fifth year in 2006.

"The funds raised during World Children's Day at McDonald's allow Ronald McDonald House Charities to have a direct and immediate impact on the lives of children and their families in all parts of the world," said Ken Barun, president and CEO of RMHC. "This partnership brings support and hope to those who need it most."

Each November, more than 100 countries participate in World Children's Day by hosting fundraising events and activities in McDonald's restaurants to raise funds and awareness for critical children's issues. McDonald's Corporation and its Owner/Operators, suppliers and customers from around the world, have raised nearly \$75 million for RMHC and other children's causes over the program's first four years. As global ambassador in 2006, the Duchess will embark on an international tour, making appearances in China, Japan and five U.S. cities to help celebrate World Children's Day and support local fundraising efforts.

"Nothing is more important than helping children of the world who are in need," the Duchess of York said.

"Through my role as global ambassador for World Children's Day, I hope to be a voice for children and families whose needs and critical issues might otherwise not be known."

The Duchess World Children's Day Global Tour Stops

- **Tokyo, Japan** (Monday, Nov. 6 & Tuesday, Nov. 7) - The Duchess will take part in a press event and charity concert. She will also visit Tokyo's first Ronald McDonald House® and host an evening gala.
- **Seattle** (Friday, Nov. 10) - The Duchess and children at the Ronald McDonald House will trace their hands and write what they are thankful for in their handprint. Local artists will then take the handprints and create a work of art to display at McDonald's locations throughout Western Washington. The art will later be auctioned to benefit the local RMHC Chapter.
- **Dallas/Ft. Worth** (Monday, Nov. 13) - The Duchess and a local RMHC grant recipient will promote World Children's Day during local media interviews, followed by a visit to a local hospital where she will visit the Ronald McDonald Family Room® with special gifts for the children. Duchess will also attend a VIP lunch with RMHC grant officials and community leaders at the local Ronald McDonald House.

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- **Detroit** (Tuesday, Nov. 14) - The Duchess will visit children and Ronald McDonald House families while enjoying an English tea party. The Duchess and the children will then create plaster molds of their hands for framing and display at the House.
- **Boston** (Wednesday, Nov. 15) - The Duchess will tour the Boston Ronald McDonald House, visit patients and families, and attend an afternoon tea party with children and staff from area non-profit organizations that have received RMHC grants.
- **New York** (Thursday, Nov. 16) - The Duchess's visit will feature international celebrities and a musical talent to perform the World Children's Day anthem "Stand Up For Love," composed by 14-time Grammy Award winner David Foster in collaboration with Beyonce Knowles of Destiny's Child.
- **Beijing, China** (Sunday, Nov. 19) - The Duchess will join the people of China in their celebration of World Children's Day, including a visit to an orphanage and participation in press activities.

In addition to the tour, the Duchess taped a Public Service Announcement (PSA) about World Children's Day at McDonald's. The PSA, which will air throughout November, will remind viewers they can help improve the lives of children around the world by participating in World Children's Day and supporting RMHC.

Throughout the month of November, World Children's Day's fundraising efforts vary by country. Through the "Give A Hand™" program running November 10 through 19, participating restaurants offer customers the chance to donate \$1 to RMHC and other children's charities. In the U.S., 15 cents from the sale of every Happy Meal®, Mighty Kids Meal® and Extra Value Meal® will be donated to RMHC between November 17 and 19.

About RMHC

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 nearly 50 countries and its three core programs: the Ronald McDonald House®, Ronald McDonald Family Room and Ronald McDonald Care Mobile. RMHC and its global network of local Chapters have awarded more than \$440 million in grants and program services to children's programs around the world.

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 13,700 U.S. restaurants are independently owned and operated by local franchisees.

For more information about World Children's Day at McDonald's visit www.mcdonalds.com.

For more information about RMHC visit www.rmhc.org.

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