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**WORLD CHILDREN'S DAY™ AT McDONALD'S®
TO BENEFIT CHILDREN AROUND THE WORLD**

McDonald's CEO Jim Skinner joined by "Dancing with the Stars" winner Emmitt Smith, runner-up Mario Lopez, the Duchess of York and other stars at anniversary event supporting Ronald McDonald House Charities®

OAK BROOK, IL (Nov. 16, 2006) – World Children's Day at McDonald's, the company's largest annual fundraiser for children, turned five years old today. Entertainers, musicians, executives and children came together in New York City for a worldwide celebration to support fundraising efforts conducted in over 100 countries for Ronald McDonald House Charities (RMHC®) and other children's causes.

Just hours after judges announced the winning couple on the hit television series "**Dancing With The Stars**" season finale, winner **Emmitt Smith** and dance partner **Cheryl Burke**, along with runner-up **Mario Lopez** and dance partner **Karina Smirnoff**, joined McDonald's **CEO Jim Skinner**, World Children's Day global ambassador **Sarah Ferguson**, the **Duchess of York**, actress **Sofia Vergara** and other entertainers at the 42nd Street McDonald's. After meeting with children and families staying at the Ronald McDonald House® of New York City, event participants stopped behind the counter to help raise funds for World Children's Day.

"McDonald's has a rich tradition of being a good community partner and neighbor," said Skinner. "As the needs of the world's children have increased over time, so has the need for companies and citizens to play a more active role in affecting positive change."

Kicking off the celebration was "America's Tenor" and New York's own **Daniel Rodriguez** – best known for his heroic service as a New York City police officer on 9/11 and his stirring rendition of "God Bless America" at subsequent memorial services – performing "Aren't They All Our Children." The song was written by 14-time Grammy award winner **David Foster** in honor of World Children's Day at McDonald's. Broadway performer and R&B recording artist **Nita Whitaker** closed the event with "Stand up for Love," the World Children's Day anthem written by Beyonce Knowles and David Foster, which was released last year by Destiny's Child.

Five Years of Global Giving

For the fifth consecutive year, World Children's Day at McDonald's will take place in almost 31,000 restaurants around the world. McDonald's customers, franchisees and suppliers have raised funds to help support more than 260 Ronald McDonald Houses, 105 Ronald McDonald Family Rooms, 31 Ronald McDonald Care Mobile programs and many other children's causes around the world.

"McDonald's has made a tremendous effort to raise awareness and funds for World Children's Day by opening the doors to their thousands of restaurants around the world," said Ken Barun, president and CEO of RMHC.

"We hope 2006 will be our most successful World Children's Day yet, and through this fundraising effort, RMHC will be able to improve the health and well-being of even more children."

This year, participating McDonald's restaurants will offer customers the opportunity to Give A Hand™ by donating a small amount to personalize and post a paper hand that symbolizes their support. Customers may also purchase select products with a portion of sales being designated as a World Children's Day donation. In the U.S., customers can participate in the Give A Hand program available for \$1 each from November 10 through 19. In addition, 15 cents from the purchase of every Happy Meal®, Mighty Kids Meal® and Extra Value Meal® at participating restaurants will be donated to RMHC between November 17 and 19.

World Children's Day TV Commercial and Public Service Announcement

A new global World Children's Day TV campaign includes the voiceover of philanthropist and actor Paul Newman and features children and families staying at the Ronald McDonald House of Buenos Aires, Argentina. The commercial airs in the U.S. November 10 to 19 and in select countries around the world throughout the month.

Additionally, the Duchess of York taped a Public Service Announcement (PSA) about World Children's Day at McDonald's. The PSA, which will air throughout November, reminds viewers they can help improve the lives of children around the world by participating in World Children's Day and supporting Ronald McDonald House Charities.

Duchess of York: World Children's Day Global Tour

This month, the Duchess of York visited Tokyo, Seattle, Dallas/Ft. Worth, Detroit and Boston to raise awareness for World Children's Day. She will be in Beijing, China on November 20 as the last stop on her international tour.

“As a mum, I know that nothing is more important than helping children in need,” said Sarah Ferguson. “My hope is that World Children’s Day will help inspire people to become more involved in the well-being of children around the world.”

World Children’s Day events and promotions are taking place in countries around the world including:

- **Japan:** Sponsoring a concert featuring pop stars Tatsuya Ishii and Maki Ohguro with all proceeds to RMHC.
- **Poland:** Selling cellular phone straps in McDonald’s restaurants to benefit RMHC; donating one Polish zloty for each small fry sold November 18 through 20.
- **Mexico:** Selling World Children’s Day fifth-anniversary T-shirts and donating a portion of sales on November 20 from every Big Mac® sandwich, Big Mac® Extra Value Meal, Happy Meal and Junior Pak™.
- **Switzerland:** Offering stuffed toy elks through in-restaurant promotion and donating a portion of all Happy Meal sales between November 18 and 20 to benefit their three Ronald McDonald Houses.
- **Puerto Rico:** Ronald McDonald House Charities of Puerto Rico was joined by the United Nations in the celebration of World Children’s Day. Additionally, the Puerto Rico Senate and its Commission of Health, Social, Well-Being and Women Affairs honored McDonald’s on the fifth anniversary of World Children’s Day for its commitment to children’s causes.

For more information on World Children's Day, including photos from the global event and the Duchess of York's tour, please visit: www.mcdepk.com/worldchildrensday2006.

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 is the leading foodservice retailer with more than 30,000 local restaurants serving quality food to nearly 50 million customers in more than 100 countries each day. Approximately 70 percent of McDonald's restaurants worldwide are owned and operated by independent, local men and women.

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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