



## **WORLD CHILDREN'S DAY™ at McDONALD'S® FACT SHEET**

**WHAT:** McDonald's restaurants in more than 100 countries will host World Children's Day fundraisers throughout the month of November to benefit Ronald McDonald House Charities® (RMHC®) and other children's charities. McDonald's and its Owner/Operators, suppliers and customers from around the world, have raised almost \$75 million for RMHC and other children's causes over the program's first four years.

**WHEN:** World Children's Day at McDonald's will be celebrated around the world throughout November with Sarah Ferguson, Duchess of York, making worldwide visits to promote World Children's Day and important children's causes. The worldwide festivities will culminate in the U.S. on Thursday, November 16, 2006 in New York and internationally in Beijing on November 20.

**WHERE:** At participating McDonald's restaurants around the world in more than 100 countries.

**WHY:** McDonald's has a rich heritage and tradition of being a good community partner and neighbor. 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 effecting positive change. With 30,000 restaurants worldwide serving nearly 50 million people every day, McDonald's is uniquely positioned to help make this happen.

World Children's Day exemplifies the philanthropic spirit of McDonald's founder Ray Kroc who believed in giving back to the communities McDonald's serves.

**HOW:** By visiting local participating McDonald's restaurants to purchase select menu items people around the world can join this global effort to help children. In many countries, guests can also purchase a "Give A Hand" for \$1 to add to their support of World Children's Day.

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.

- FUNDRAISING:** Funds raised for World Children's Day have been used to help children throughout the world in a multitude of ways. Among the hundreds of beneficiaries of World Children's Day efforts in the past are:
- Bahrain Down Syndrome Society
  - Cleft Lips and Palate Children of Malaysia
  - Teleton Foundation, a Chilean rehabilitation organization for children with physical handicaps
  - Children's Cancer Center of Lebanon
  - Cotlands, a South African home for HIV/AIDS infected children
  - Crystal Children's Home for abused children in St. Maarten
  - Ronald Reading Corner in primary schools for the poor across China.
  - ELEPAP Hellenic Society for disabled children, which provided support, diagnosis, healthcare and educational services to children of all ages in Greece
  - Distribution of 8,000 hearing aids to children in Mexico and 150,000 dictionaries to children in rural China
  - Contributions to **support the efforts of local Ronald McDonald House Charities Chapters** in 49 countries around the world to improve the health and well-being of children

## **CELEBRITY**

**SUPPORT:** A prestigious roster of world-renowned entertainers, government officials and athletes have lent their time, talent and support to World Children's Day, including hundreds of Olympic champions from around the world.

Some of the global celebrities lending their time to support World Children's Day in 2006 include:

- **"Dancing with the Stars"** finalists **Emmitt Smith** and his dance partner **Cheryl Burke**, along with **Mario Lopez** and partner **Karina Smirnoff**
- **Sarah Ferguson**, Duchess of York and World Children's Day global ambassador
- **Venus and Serena Williams**, pro tennis superstars
- **Sofía Vergara**, actress and mother
- **Yao Ming**, National Basketball Association superstar
- **black:guayaba**, rock band from Puerto Rico
- **Lupita Jones**, first Mexican woman to win the title of Miss Universe

For more information on World Children's Day, visit [www.mcdonalds.com](http://www.mcdonalds.com)

To make a donation to RMHC, visit [www.rmhc.org](http://www.rmhc.org)

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