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McDONALD'S CUSTOMERS ASKED TO "GIVE A HAND" TO RMHC
World Children's Day to Benefit Ronald McDonald House Charities, Nov. 10th-19th

St. Louis, November 2006 – The fifth annual World Children's Day to benefit Ronald McDonald House Charities (RMHC) and other vital children's causes begins November 10th at McDonald's Restaurants across the world. More than 100 countries participate in World Children's Day each year, with a total of more than \$75 million being raised for children's causes since the program's inception in 2002.

Local customers can "Give A Hand" by simply purchasing and personalizing one-dollar paper cutout hands that are then hung in the restaurants. In addition, McDonald's will give a portion of sales from Happy Meals®, Mighty Kids Meals® and Extra Value Meals, from November 18th-20th, directly to RMHC.

Last year, more than 31,000 hands covered the walls of St. Louis/Metro East McDonald's Restaurants, with a total of more than 91,000 dollars being raised locally. "Last year St. Louis really showed their generosity for the Ronald McDonald House," said Mike Klak, *St. Louis/Metro East McDonald's Co-op President*. "McDonalds is extremely proud to support RMHC, and we hope St. Louis will hit the 100,000 dollar mark this year!"

The Ronald McDonald House of St. Louis serves as a home-away-from home for families with critically ill children. Since the St. Louis House first opened its doors in 1981, over 20,000 families from all over the U.S. and several foreign countries have benefited from the services and hospitality provided by volunteers and staff of the House. The RMHC also awards grants to children's causes for immunization, education, life-challenging surgeries, child abuse prevention and aid for the mentally and physically challenged.

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 St. Louis/Metro East McDonald's visit www.mcdonaldsSTL.com.

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