

FOR IMMEDIATE RELEASE



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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. 9th-20th

St. Louis, November 9, 2007 –Today marks the beginning of the sixth annual World Children's Day, to benefit Ronald McDonald House Charities (RMHC), and other vital children's causes. Customers can literally "give a hand" by purchasing \$1 cutout hands November 9-20, or by simply enjoying an Extra Value Meal on the 20th.

All beef and chicken Extra Value Meals (besides Chicken Selects) purchased on the 20th will generate a \$1 donation to RMHC, from McDonald's. This, in combination with the selling of the paper hands, aims to bring World Children's Day donations to a record high.

Last year, over 38,500 hands covered the walls of St. Louis/Metro East McDonald's Restaurants, with a more than \$99,000 dollars being raised locally. "Every year we are truly amazed by the generosity of our city," said Mark Proctor, *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!"

Since World Children's Day inception in 2002, it has raised over \$100 million for RMHC and other children's charities. Last year alone, the 100 plus countries that participated raised more than \$27 million!

About St. Louis Ronald McDonald House Charities:

The Ronald McDonald House of Metro St. Louis provides a "home-away-from-home" for families of seriously ill children who live outside a 50-mile radius and are being treated at area hospitals. The facility has grown from an eight-bedroom facility in 1981, to four facilities, which include two houses and two hospital family rooms. In total, The Ronald McDonald House provides comfort, care and lodging for up to 39 families each evening. The Ronald McDonald House of Metro St. Louis has been caring for families since 1981.

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

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