

Ultimate Cardinals Experience

**MEDIA ALERT/
CALENDAR LISTING**

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ULTIMATE CARDINALS EXPERIENCE EVENT TAKING PLACE 9.11.08 TO BENEFIT UNITED NEGRO COLLEGE FUND

- WHO:** McDonald's Restaurants of St. Louis/Metro East have teamed up with the St. Louis Cardinals to sponsor the 6th annual Ultimate Cardinals Experience event to benefit the United Negro College Fund (UNCF).
- WHAT:** Ultimate Cardinals Experience is a unique event that raises money for a great cause, and gives Cardinals fans a complete VIP experience at the ballpark. Event attendees who bought tickets for \$125, will gain access to a pre-game reception where they have the opportunity to meet local celebrities (including current and former Cardinals players), enjoy an evening filled with food, drinks and live entertainment, and then watch the Cardinals take on the Chicago Cubs, one of the best baseball rivalries, from a seat in Big Mac Land.
- WHEN:** The pre-game reception will take place from 5-7 pm on **Thursday, September 11, 2008**, with the game starting at 7:15.
- WHERE:** The reception will be held at the Left Field Pavilion, which is located inside Busch Stadium, on the 3rd level. Ticket holders will then watch the game from Big Mac Land.
- WHY:** All proceeds from the event go directly to the St. Louis area office of the United Negro College Fund. Through events such as the Ultimate Cardinals Experience, the UNCF has raised more than \$2.5 billion

(more)

to enable more than 300,000 deserving students to earn the college degrees they want and need, but may not have otherwise been able to afford.

HOW: Media interested in attending the event can call Abigail Fahrig at 314.454.3455.

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 on local McDonald’s visit www.mcdonaldsStl.com.

ABOUT UNCF:

United Negro College Fund’s mission is to enhance the quality of education by providing financial assistance to deserving students, raising operating funds for member colleges and universities, and increasing access to technology for students and faculty at historically black colleges and universities. Since its inception in 1944, UNCF has grown to become the nation's oldest and most successful African American higher education assistance organization.

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