

**MEDIA ALERT/  
CALENDAR LISTING**



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**McDONALD'S ULTIMATE CARDINALS EXPERIENCE RAISES NEARLY  
\$19,000 FOR THE UNITED NEGRO COLLEGE FUND**

- WHO:** Nearly \$19,000 was raised when St. Louis and Metro East McDonald's Restaurants, Jack Clark, Kurt Ford, Kenny Reitz, Danny Cox and Al Hrabosky teamed up to participate in the 6<sup>th</sup> annual Ultimate Cardinals Experience event to benefit the United Negro College Fund (UNCF). Over the last six years, the Ultimate Cardinals Event has raised almost \$100,000 for the UNCF.
- WHAT:** This year the event sold ticket packages to the last 2008 Cardinals/Cub's game at Busch Stadium. Tickets cost \$125 and included a VIP pre-game reception pass, souvenir bag of goodies, a ticket in Big Mac Land, a name in lights on the jumbotron and a chance to meet past and present Cardinal players. This year present Cardinals players, Brian Barton, Nick Stavinoha and Brendan Ryan, attended the event to sign autographs and take pictures with fans. Brian Barton, a recipient of a UNCF scholarship, thanked the UNCF for giving him such a great opportunity. He also went on to thank St. Louis and Metro East McDonald's and Ultimate Cardinals Experience ticket purchasers for supporting such a great cause.
- WHEN:** The pre-game reception took place from 5-7 pm on **Thursday, September 11, 2008.**
- WHERE:** The reception was held on the 2<sup>nd</sup> level just below the Left Field Pavilion located inside Busch Stadium. After the reception, fans went to Big Mac Land to watch the St. Louis Cardinals take on the Chicago Cubs.
- WHY:** All proceeds from the event have gone 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 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.

**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](http://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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