

**MEDIA ALERT/  
CALENDAR LISTING**



**Contact Information:**  
Abigail Fahrig, Hoffman/Lewis  
w. 314-454-3455

**McDONALD'S CUSTOMERS ASKED TO "GIVE A HAND" TO RMHC**  
*World Children's Day to Benefit Ronald McDonald House Charities, Nov. 10<sup>th</sup> - 20<sup>th</sup>*

- WHO:** Yesterday Ronald McDonald House Charities (RMHC) and McDonald's teamed up to kick off the seventh annual World Children's Day to benefit RMHC and other vital children's causes.
- WHAT:** World Children's Day at McDonald's is a program that raises funds and awareness for RMHC and other children's causes in communities around the world. This event takes place in more than 100 countries, and to date, McDonald's and its customers have raised over \$124 million through World Children's Day.
- HOW:** Customers can show their support to the RMHC through the "Give A Hand" program when they purchase a \$1 hand cutout in McDonald's restaurants now through November 20<sup>th</sup>. In addition, any breakfast Extra Value Meal and beef Extra Value Meal (excluding Happy Meals and Mighty Kid Meals) purchased on Nov. 20<sup>th</sup> 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.
- WHEN:** Customers can literally "give a hand" by purchasing a \$1 hand cutout November 10-20, or by simply enjoying any Breakfast Extra Value Meal or Beef Sandwich Extra Value Meal (excluding Happy Meals and Mighty Kid Meals) on November 20<sup>th</sup>.
- WHERE:** Participating McDonald's Restaurants throughout the U.S.

*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 and Metro East McDonald's visit [www.McDonaldsSTL.com](http://www.McDonaldsSTL.com).