

MEDIA ALERT



Contact Information:

Abigail Fahrig, Hoffman/Lewis
w. 314-454-3455
c. 636-578-3813

**McDONALD'S ULTIMATE CARDINALS EXPERIENCE RAISES NEARLY \$17,000
FOR THE UNITED NEGRO COLLEGE FUND**

- WHO:** Almost \$17,000 was raised when St. Louis and Metro East McDonald's Restaurants, Jack Clark, Ricky Horton, Kerry Robinson, Curt Ford and Al Hrabosky teamed up to participate in the 8th annual Ultimate Cardinals Experience event to benefit the United Negro College Fund (UNCF). Over the last seven years, the Ultimate Cardinals Event has raised nearly \$140,000 for the UNCF.
- WHAT:** This year the event sold ticket packages to one of the last 2010 Cardinals/Cub's games at Busch Stadium. Tickets to the event were sold for \$125 or \$150 and included a VIP pre-game reception pass, souvenir bag of goodies, a ticket in Busch Stadium, a name in lights on the jumbotron and a chance to meet past and present Cardinal players. This year present Cardinals players, John Jay, and Nick Stavinoah, and Cardinals coach, Jose Oquendo, attended the event to sign autographs and take pictures with fans.
- WHEN:** The pre-game reception took place from 5:15-7:15pm on **Wednesday, September 15, 2010.**
- WHERE:** The reception was held at the Left Field Pavilion, which is located inside Busch Stadium, on the 3rd level. After the reception, fans went to their respected seats to watch the St. Louis Cardinals take on the Chicago Cubs.
- WHY:** All proceeds from the event went 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 350,000 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 14,000 U.S. restaurants are independently owned and operated by local franchisees. For more information on the St. Louis/Metro East McDonald's Restaurants visit www.McDonaldsSTL.com or log on at any of the Wi-Fi enabled McDonald's restaurants.

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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