

**FOR IMMEDIATE RELEASE**

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**McDONALD'S CUSTOMERS SHOW THEIR LOVE FOR  
RONALD McDONALD HOUSE CHARITIES**

***Valentine Hearts to Blanket St. Louis/Metro East McDonald's Restaurants***

**St. Louis, January 17, 2005** – Since 1998, St. Louis and Metro East McDonald's customers have donated more than a quarter of a million dollars all in the name of love for Ronald McDonald House Charities (RMHC). Local McDonald's Owner/Operators are asking customers to continue their support for area children and to "Give a Little Love" by purchasing paper hearts to help benefit the St. Louis RMHC.

The "Give A Little Love" fundraiser kicks off Friday, January 28 and lasts through Valentine's Day. For a two-week time period, customers can purchase and personalize heart cutouts; pink hearts are \$1, red hearts are \$5 and gold hearts are available for an open donation above \$5. The paper hearts are then displayed throughout the restaurant.

Proceeds from the "Give A Little Love" campaign will be donated to the St. Louis RMHC, which also includes the Ronald McDonald House, a "home-away-from-home" for families of seriously ill children who have come to St. Louis seeking medical attention.

"Each year, more than 1,400 families utilize RMHC services. With fundraisers such as 'Give A Little Love,' we can better serve those families in need." said Dan Harbaugh, executive director of Ronald McDonald House Charities. "We are extremely grateful for the support we receive from the community and our local McDonald's restaurants."

Ronald McDonald House Charities (RMHC) is committed to helping children in the St. Louis Metro area by awarding grants to non-profit children's organizations.

McDonald's is the leading global foodservice retailer, with 153 restaurants in the St. Louis and Metro East Area. Approximately 80 percent of all McDonald's restaurants worldwide are owned and operated by local, independent businessmen and women. McDonald's 30,000 restaurants globally serve nearly 46 million people each day.

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