

FOR IMMEDIATE RELEASE

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**McDONALD'S CHALLENGES CUSTOMERS TO HELP RAISE
\$20 MILLION FOR WORLD CHILDREN'S DAY;**

Proceeds to Benefit Ronald McDonald House Charities

St. Louis, November 10, 2004 – Local McDonald's customers have been given the goal to help raise money for World Children's Day, a fundraiser for Ronald McDonald House Charities (RMHC) and other vital children's organizations. From November 18-20, when a customer purchases a Happy Meal, a Mighty Kids Meal and/or any Extra Value Meal, a portion of sales will be donated in honor of the third annual World Children's Day.

World Children's Day is celebrated in more than 100 countries and has raised more than \$45 million dollars globally in the past two years. This year, McDonald's intends to raise more than \$20 million dollars in communities worldwide.

"McDonald's is proud to partner with the RMHC and we hope our customers show their support for such a positive organization," said Dave Giarla, Co-op President. "And this year is the first time our customers can use their credit cards while making donations during the World's Children's Day fundraiser."

The RMHC awards grants to children's causes for immunization, education, life-challenging surgeries, child abuse prevention and aid for the mentally and physically challenged. The Ronald McDonald House of St. Louis serves as a home-away-from home for families with critically ill children.

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 47 million people each day.

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