



**FOR IMMEDIATE RELEASE**  
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### **LOCAL MCDONALD'S® RESTAURANTS CELEBRATE MCHAPPY DAY®!**

**Philadelphia (November 9, 2009)** – Tuesday, November 10, 2009, marks the beginning of the McHappy Day fundraiser, McDonald's signature global fundraising event supporting children and families in need. From November 10-20, McDonald's customers can donate \$1 to Ronald McDonald House Charities® (RMHC®) through the purchase of a "Give A Hand®" paper hand cutout. Customers can purchase and decorate these cutouts at their local McDonald's, then submit them for display in the restaurant. On November 20, \$1 from the sale of all breakfast Extra Value Meals and beef sandwich Extra Value Meals will be donated to the charity.

"McDonald's restaurants throughout the Greater Philadelphia Region proudly support McHappy Day," said Mike Anton, President, Phil-Ad-Mac Owner/Operators Association. "With the help and generosity of our neighbors, employees and customers, we can continue to make a difference for the children and families in our local communities."

Seventy-five percent of the funds raised from McHappy Day efforts will stay local, benefitting RMHC of the Philadelphia Region. The remaining 25 percent benefits the Charity's global network.

#### **About RMHC of the Philadelphia Region, Inc.**

RMHC of the Philadelphia Region, Inc. grants hundreds of thousands of dollars per year to support non-profit programs that directly improve the health and well-being of children. Locally, RMHC supports the Philadelphia, Southern New Jersey and Delaware Ronald McDonald Houses, in addition to the St. Christopher's Foundation for Children Ronald McDonald Care Mobile. The charity receives its support from McDonald's Corporation, McDonald's Owner/Operators, corporate donors and McDonald's customers. For more information, visit [www.rmhc.org](http://www.rmhc.org).

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### **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. There are nearly 300 McDonald's restaurants in the Greater Philadelphia Region. For more information on McDonald's visit [www.mcdonalds.com](http://www.mcdonalds.com) or log on at any of the 10,000 Wi-Fi enabled McDonald's U.S. restaurants. Visit [www.mcstate.com](http://www.mcstate.com) for local restaurant, career and program information.

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