

Contact:

Kate Brull

Ronald McDonald House Charities

785-259-6570

cbrull@luc.edu

FOR IMMEDIATE RELEASE

'MAC' ON A BIG MAC AND SHOW YOUR SUPPORT DURING MCHAPPY DAY

McDonald's Hosts the First Ever National Fundraiser in Support of
Ronald McDonald House Charities

NEW YORK CITY (May 6, 2013) – We're lovin' the drive of all 13,500 McDonald's restaurants during [McHappy Day](#), a one-day fundraiser event held across the United States. For every Big Mac Extra Value Meal purchased on May 6, McDonald's will donate \$1 to [Ronald McDonald House Charities](#).

McHappy Day is expected to raise \$1 million dollars for the RMHC. The promotional party in Central Park showcases an Enrique Iglesias performance, cancer survival stories led by Robin Roberts and a live auction, with all proceeds going towards RMHC.

"Today is a 'McHappy' day across the United States, especially for the children and their families supported by Ronald McDonald House Charities," said Marty Coyne, president and CEO of RMHC. "McDonald's will provide food, music and inspiration throughout the day in the park, and we'd love to see everyone show their support here, and back at their local McDonald's as well."

Ronald McDonald Houses are located all around the world. Through RMHC and its network of local charities, families are able to get the help they need in order to put their children's well being first. McDonald's is the powerhouse of this fundraiser, and is the perfect sponsor, as the largest and most well known global foodservice retailer.

About Ronald McDonald House Charities

Ronald McDonald House Charities® (RMHC®), a non-profit, 501 (c) (3) corporation, creates, finds and supports programs that directly improve the health and wellbeing of children. Through its global network of local Chapters in 57 countries and regions, its three core programs, the [Ronald McDonald House®](#), [Ronald McDonald Family Room®](#) and [Ronald McDonald Care Mobile®](#), and millions of dollars in grants to support children's programs worldwide, RMHC provides stability and resources to families so they can get and keep their children healthy and happy. All RMHC-operated and supported programs provide a bridge to quality health care and give children and families the time they need together to heal faster and cope better. For more information, visit www.rmhc.org, follow us on Twitter ([@RMHC](#)) or like us on Facebook (Facebook.com/RMHC Global).

###