

May 3, 2017



**McHappy Day®**

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**For the love of families.**

## McDonald's partners with RVH on McHappy Day®

Local McDonald's restaurants have partnered with Royal Victoria Regional Health Centre (RVH) to raise funds for Child and Youth Mental Health Services at RVH and Ronald McDonald House Toronto on McHappy Day®. This is the 24<sup>th</sup> year for McDonald's Canada's national fundraising event. As part of this one-day fundraising initiative, more than 1,400 McDonald's restaurants across the country are raising money to support local children's charities such as Ronald McDonald House® and local organizations like RVH.

"McHappy Day is about the power of community and having a national fundraiser in all McDonald's restaurants makes it very simple for people to give back to their community," says Jason O'Neill, owner/operator, Barrie. "People in the Barrie area believe in organizations like RVH and charities like the Ronald McDonald Houses which provide a home-away-from-home for families while their child is being treated in hospital. More than 1,200 nights were spent at the Toronto House by Barrie and area families last year so, much like RVH, it's a tremendously important cause to this community."

In Barrie, \$1 from the sale of every Big Mac® sandwich, Happy Meal®, and hot McCafé® beverage sold will benefit Ronald McDonald House Toronto and RVH. Additionally, many restaurants have held fundraising events leading up to McHappy Day®.

"This region is the only one in the province without inpatient child and youth mental health services, so when the McDonald's owner/operators in Barrie decided to support this cause through McHappy Day® four years ago, we couldn't have been more pleased," says Janice Skot, president and CEO, RVH. "Children must travel outside this region for care which can be a frightening and overwhelming experience both for the child and their families. By developing a program at RVH, we'll provide these kids with the care they need, closer to home. Jennifer and Jason O'Neill and Glenn McKee understand the importance of having these services available and have 100 per cent gotten behind our push to bring child and youth mental health to North Simcoe and Muskoka."

Approximately 1,700 youth visit area Emergency departments annually in mental health crisis – a number which has double in the past five years. One in five youth will experience a mental health challenge, but only one in these five will receive the help they need.

"I've been involved with McHappy Day® since it began in 1977 and it's always so rewarding for owner/operators, employees, suppliers and customers to support families and help bring what they need most home to our communities," says Glenn McKee, owner/operator, Barrie. "In this case it's helping to bring inpatient child and youth mental health services to RVH. It will dramatically improve the lives of children and youth in this region."

As part of the celebrations, McDonald's Canada franchisees and employees will be joined by a variety of special guests, sports and media personalities, politicians and professional entertainers as they greet customers and help raise money. Since it began in 1977, this fundraising celebration has raised nearly \$56 million for Canadian children.

**Cutline (McHappy Day Bayfield):** Local McDonald's restaurants partnered with Royal Victoria Regional Health Centre (RVH) to raise funds for Child and Youth Mental Health services at RVH and Ronald McDonald House Toronto on McHappy Day®. (From left) Glenn McKee, owner/operator, McDonald's; Mary Webb, manager, Child and Youth Mental Health, RVH; Janice Skot, president and CEO, RVH; and Kirsten Parker, chair, RVH Board of Directors, celebrated the national fundraising event behind the counter serving up Happy Meals®. In Barrie, \$1 from the sale of every Big Mac® sandwich, Happy Meal®, and hot McCafé® beverage sold will benefit Ronald McDonald House Toronto and RVH. Since it began in 1977, McHappy Day has raised nearly \$56 million for Canadian children.

**Cutline (McHappy Day Duckworth Cundles):** Local McDonald's restaurants partnered with Royal Victoria Regional Health Centre (RVH) to raise funds for Child and Youth Mental Health services at RVH and Ronald McDonald House Toronto on McHappy Day®. In Barrie, \$1 from the sale of every Big Mac® sandwich, Happy Meal®, and hot McCafé® beverage sold will benefit Ronald McDonald House Toronto and RVH. Celebrating the national fundraising event, which has raised nearly \$56 million over its 24 year history, are (from left) Mary Webb, manager, Child and Youth Mental Health; Jennifer O'Neill, owner/operator, McDonald's; Jason O'Neill, owner/operator, McDonald's; Janice Skot, president and CEO, RVH; David McCullough, chair, RVH Foundation Board of Directors; and Kirsten Parker, chair, RVH Board of Directors.

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**About McDonald's Canada**

McDonald's is the leading foodservice company in the world. McDonald's Restaurants of Canada Limited and its Canadian franchisees own and operate more than 1,400 restaurants and employ more than 80,000 Canadians coast-to-coast. Approximately 80 per cent of McDonald's Canadian restaurants are locally owned and operated by independent entrepreneurs. For more information about McDonald's Canada, visit [www.mcdonalds.ca](http://www.mcdonalds.ca) or follow us on Twitter ([@McD\\_Canada](https://twitter.com/McD_Canada)) and Facebook ([Facebook.com/McDonaldscanada](https://Facebook.com/McDonaldscanada)) for updates on our business, promotions and menu items.



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**About RVH:**

RVH is a regional health centre in Barrie, Ontario, located 80 kilometres north of Toronto. As the largest hospital in the region of Simcoe Muskoka, RVH's team of over 350 physicians, 2,500 employees and 850 volunteers provides exceptional care and specialty services to almost half a million residents, including cancer care, stroke services, orthopedics, intensive care, mental health and interventional radiology. RVH is focused on delivering safe, high quality care that puts patients and their families first. For more information visit [www.rvh.on.ca](http://www.rvh.on.ca)

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