

April 25, 2016



McDonald's partners with RVH on upcoming McHappy Day®

On May 4, 2016, local McDonald's restaurants will partner with Royal Victoria Regional Health Centre (RVH) to raise funds for Child and Youth Mental Health Services at RVH and Ronald McDonald House Toronto. This is the 23rd McHappy Day – a McDonald's Canada national fundraising event – and since it began in 1977, \$50 million has been raised for Canadian children.

As part of this one-day fundraising initiative, more than 1,400 McDonald's restaurants across the country raise money to support local children's charities such as Ronald McDonald House® and local organizations like RVH.

"I'm celebrating my 23rd McHappy Day this year and it never gets old to me," says Glenn McKee, owner/operator, Barrie. "I can't think of two more deserving causes than the Ronald McDonald Houses, and for a third year, RVH's future Child and Youth Mental Health program. I raised my family and operated a business in this community for years so I'm honoured to have an opportunity to give back."

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 are holding fundraising events leading up to McHappy Day. Customers can check with their local restaurant for more details.

"We are delighted to partner with McDonald's again in 2016 for McHappy Day," says Janice Skot, president and CEO. "There is a critical need for child and youth mental health services in North Simcoe Muskoka. RVH recently opened the Urgent Consult Clinic for youth in need of a psychiatric assessment, but it does not solve the problem of there being no inpatient mental health services available. With the help RVH receives from McHappy Day we will be even closer to bringing child and youth mental health services to children, youth and their families in this region."

As part of the McHappy Day 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 for children in cities and towns across the country.

"I'm so proud – especially on McHappy Day - to be a McDonald's owner/operator," says Jason O'Neill, owner/operator, Barrie. "McDonald's is committed to giving back to organizations like RVH in the communities we serve, as well as to children and their families through the Ronald McDonald Houses. In the past year, the number of nights spent at the Toronto Ronald McDonald House by families from Barrie and area has increased from 900 to more than 1,900. That's astounding to me and we're so thankful the houses are there to support families in our community."

Cutline 1: Local McDonald's owner/operators (back row, from left) Glenn McKee, Jennifer O'Neill and Jason O'Neill modelled new McHappy Day socks to celebrate the upcoming event taking place May 4. Joining them are Royal Victoria Regional Health Centre (RVH) representatives (front row, from left) Kirsten Parker, chair, RVH Board of Directors and Janice Skot, president and CEO, RVH. In Barrie, customers who make a \$10 donation will receive a pair of socks (while quantities last) and \$1 from the sale of every Big Mac® sandwich, Happy Meal®, and hot McCafé® beverage sold on McHappy Day will benefit Child and Youth Mental Health Services at RVH and Ronald McDonald House® Toronto.

Cutline 2: On May 4, 2016, local McDonald's restaurants will celebrate McHappy Day by partnering with Royal Victoria Regional Health Centre (RVH) to raise funds for Child and Youth Mental Health Services at RVH and Ronald McDonald House Toronto. In Barrie, \$1 from the sale of every Big Mac® sandwich, Happy Meal®, and hot McCafé® beverage sold on McHappy Day will benefit Child and Youth Mental Health Services at RVH and Ronald McDonald House® Toronto. Celebrating the upcoming event, which has raised \$50 million across Canada since it began in 1977, are Jennifer O'Neill, owner/operator, McDonald's; Jason O'Neill, owner/operator, McDonald's; Crystal Bell, manager, Mental Health, RVH; Kirsten Parker, chair, RVH Board of Directors; Janice Skot, president and CEO, RVH; Brent Thompson, general manager, McDonald's Park Place; Glenn McKee, owner/operator, McDonald's.

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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 or follow us on Twitter ([@McD_Canada](https://twitter.com/McD_Canada)) and Facebook (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