

May 4, 2016



## 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 23<sup>rd</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.

"On May 4 we look forward to bringing the spirit of McHappy Day® to life for our customers," says Jason O'Neill, owner/operator, Barrie. "McHappy Day® is about the power of community and we know our customers strongly believe in how important RVH is in Barrie and beyond. Ronald McDonald House Toronto is also critical to our community. It's a home-away-from-home for out of town families while their child is receiving specialized pediatric care from Toronto hospitals. More than 1,900 nights were spent at the Toronto House by Barrie and area families last year. That's an incredible amount of use from this region which is why it's so important to support both causes 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. Additionally, many restaurants have held fundraising events leading up to McHappy Day®. For a \$5 donation, McHappy Day® socks in child and adult sizes are available at restaurants (while quantities last).

"We are so pleased RVH will once again be the proud beneficiary of McHappy Day® proceeds for the development of a mental health program for children and youth in Simcoe and Muskoka," says Janice Skot, RVH president and CEO. "There are currently no inpatient mental health services available and as a result, children must travel outside this region for care. That 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. We couldn't accomplish this without the steadfast support of local businesses like McDonald's."

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 for children in cities and towns across the country.

"At McDonald's, we are committed to giving back to the communities we serve and we know, how important it is for inpatient child and youth mental health services to be available here. It will dramatically improve the lives of children and youth in this region," says Glenn McKee, owner/operator, Barrie. "On McHappy Day®, we bring together our employees, our customers, our suppliers and our friends in support of local charities like RVH dedicated to improving the lives of children in communities both large and small right across Canada."

Since its inception in 1977, this fundraising celebration has raised more than \$50 million for Canadian children.

**Cutline (McHappy Day Bayfield media):** 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) Eric Dean, CEO, RVH Foundation, Kirsten Parker, chair, RVH Board of Directors, Janice Skot, RVH president and CEO and Glenn McKee, McDonald's owner/operator 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 more than \$50 million for Canadian children.

**Cutline (McHappy Day Park Place media):** 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 more than \$50 million over its 23 year history, are (from left) Jason O'Neill, owner/operator, McDonald's; Nancy Savage, executive vice president, Patient and Family Experience, RVH; Crystal Bell, manager, Mental Health, RVH; City of Barrie Mayor Jeff Lehman; Janice Skot, president and CEO, RVH; Kirsten Parker, chair, RVH Board of Directors; Jennifer O'Neill, 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](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)