

May 6, 2015



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

On May 6, 2015, local McDonald's restaurants are 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. This is the 22<sup>nd</sup> McHappy Day – a 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.

"At McDonald's, we are committed to giving back to the communities we serve," said Jason O'Neill, Owner Operator, Barrie. "On McHappy Day, we bring together our employees, our customers, our suppliers and our friends in support of local charities dedicated to improving the lives of children in communities large and small right across Canada."

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.

"We are delighted that RVH will once again be the proud beneficiary of McHappy Day proceeds for the development of a child and youth mental health program for Simcoe and Muskoka," says Janice Skot, RVH president and CEO. "There are currently no inpatient mental health services available for youth 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 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.

"On May 6 we look forward to bringing the spirit of McHappy Day to life for our customers," said Glenn McKee, Owner Operator, Barrie. "This day is a true celebration of the power of community."

Since its inception in 1977, this fundraising celebration has raised more than \$42 million for Canadian children.

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### For more information:

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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)