



MEDIA RELEASE

Embargoed until 7am (AEDT) Wednesday, 27 October

MACCA'S LAUNCHES LIMITED-EDITION BIRDIE SILLY SOCKS
Exclusively available via [Amazon.com.au](https://www.amazon.com.au), with all profits going to RMHC

Australia, 27 October 2021: Macca's has launched limited-edition Birdie Silly Socks in the lead up to McHappy Day on Saturday, 13 November.

Inspired by the much-loved McDonaldland character, Macca's has made the Birdie Silly Socks exclusively available for sale on the [Amazon Australia](https://www.amazon.com.au) store from 7.00am AEDT on Wednesday, 27 October.

Fans will need to be quick as there are limited quantities up for grabs, with all profits from Macca's sales of the Birdie Silly Socks going to Ronald McDonald House Charities (RMHC).

Amanda Nakad, Marketing Director, McDonald's Australia said, "We are excited to launch a limited-edition range of Birdie Silly Socks as part of this year's McHappy Day fundraising efforts.

"The exclusive Birdie design completes our collection of Silly Socks for 2021, inspired by our much-loved McDonaldland characters.

"We are launching our Birdie socks exclusively via [Amazon.com.au](https://www.amazon.com.au) to give customers another contactless and convenient way to support McHappy Day and drive donations to RMHC.

"With limited numbers available, Macca's fans will need to be quick to secure their pair and show their support for McHappy Day."

McHappy Day is the largest annual fundraiser for Ronald McDonald House Charities in Australia, helping seriously ill or injured children and their families stay together and close to care while undergoing treatment or surgery in hospital.

Over the past 30 years, McHappy Day has raised over \$56 million for Ronald McDonald House Charities.

This announcement follows the launch of Ronald McDonald, Grimace and Hamburglar Silly Socks, available for purchase in Macca's restaurants nationwide with all profits going to RMHC.

Macca's* limited-edition Birdie Silly Socks are available for \$20.00 from Wednesday 27 October via the [Amazon Australia](https://www.amazon.com.au) store, with a limit of three pairs, per size, per transaction.

Australians can support this year's McHappy Day fundraiser by:

- Picking up a pair of \$5 Silly Socks or Helping Hands for \$2, \$10 or \$50 from McDonald's or via McDelivery.
- Ordering a pair of \$20 limited-edition Birdie Silly Socks from McDonald's on [Amazon.com.au](https://www.amazon.com.au).



- Buying a Big Mac on Saturday, 13 November, from McDonald's or via McDelivery, with \$2 from every Big Mac sold going directly to RMHC.
- Making a donation online by visiting www.rmhc.org.au/give

- ENDS -

* The Birdie socks will be sold by McDonald's on Amazon.com.au. Amazon Australia is not the seller of record of the Birdie socks.

For further information or interview requests, please contact:
Laura Durand // laura.durand@thisismango.com.au // 0451 969 108.

Notes to editors:

RRP / Sizing

- Birdie Silly Socks RRP: \$20.00
- Adult: one size fits all
- Child: one size fits all

About Ronald McDonald House Charities

Ronald McDonald House Charities (RMHC) is an independent charity that helps seriously ill children and their families.

The cornerstone program of RMHC, the Ronald McDonald House, provides a 'home away from home' for families of seriously ill and injured children being treated at nearby hospitals. The Houses keep families close by giving parents and siblings the opportunity to stay together to support their sick loved ones. RMHC currently has 18 Houses throughout Australia accommodating more than 10,000 families annually.

Other programs include the Ronald McDonald Family Room Program which provides a relaxing haven within hospitals giving families a break from the stress of many hours spent by their child's bedside and The Ronald McDonald Learning Program which currently helps an average of over 1,100 children on any given week catch up on missed schooling following a serious illness.

Additionally, The Ronald McDonald Family Retreat Program provides families with seriously ill children a week's free accommodation at one of five family retreats across Australia, enabling them to reconnect and enjoy a holiday when they most need it and can least afford it.

About McDonald's Australia

Australia's first McDonald's restaurant opened in Yagoona, Sydney, in 1971. Today there are more than 1,000 McDonald's restaurants across Australia, nearly 85 percent of which are franchised and run by local businessmen and women. The organisation employs more than 107,000 people in restaurants and corporate offices Australia-wide and is the largest employer of youth in the country. McDonald's creates more than 3,000 new jobs each year and spends over \$40 million per annum on training and people development.

For more information visit www.mcdonalds.com.au or www.facebook.com/McDonaldsAU. McDonald's is also on Twitter – check us out at twitter.com/maccas.