



Ada Nicodemou calls on Aussies to pull up their Ronald McDonald® Socks and dig deep for McHappy Day

Returning for the 26th year, McHappy Day aims to raise vital funds for Ronald McDonald House Charities

Australia, X October: McHappy Day ambassador and TV personality, Ada Nicodemou, is encouraging Aussies to get behind the annual fundraising event this coming Saturday, 14th October, and help make this year's McHappy Day the biggest and best yet.

As the largest fundraiser for Ronald McDonald House Charities (RMHC), McHappy Day is crucial in raising funds for the charity, which helps keep families together while their sick or injured child undergoes treatment. Since it first started in 1991, McHappy Day has raised more than \$40 million for RMHC.

Ada Nicodemou, 2017 McHappy Day ambassador, is calling on Australians to get involved and help reach this year's goal of \$4.1 million, *"There are plenty of ways for people to show their support for RMHC this Saturday, whether it's throwing on a pair of Ronald McDonald® Socks, grabbing a Helping Hand, buying a Big Mac or simply dropping off their loose change at their local Macca's. Every cent helps and McHappy Day makes a massive difference to the lives of many families in their time of need. I hope the nation will join me in getting behind this brilliant cause!"*

Barbara Ryan, CEO of RMHC, says it's the generosity and support of Aussies that makes a world of difference for families during times of need, *"We open our doors and our hearts to thousands of families every year, providing not just somewhere to stay, but an extended family and strong support network – without the kindness of Aussies this would not be possible. McHappy Day is not just about raising awareness, but making a vital difference."*

RMHC kicked-off McHappy Day fundraising efforts earlier this week in the biggest way yet, putting a 2.3-metre-tall Big Mac up for auction on eBay. The auction will be live on eBay until 8pm this Saturday, and Aussies can place their bids at <http://stores.ebay.com.au/bidsforgood/bigmac>.

Big Mac boxes have also been given a special makeover for this year's McHappy Day. Six heart-warming designs hand-drawn by children currently undergoing treatment and staying at a Ronald McDonald House have been used on boxes that will be used nationwide until 15th October. Using their

smartphone, customers who receive one of these limited edition Big Mac boxes will be also able to play a video message that brings them face-to-face with the families who benefit from RMHC.

McDonald's Chief Marketing Officer Jenni Dill adds, *"Every donation made on McHappy Day goes a long way in keeping families close together – as a community let's come together and make this year the best yet! With activities happening in restaurants across the country there are plenty of ways to get involved and show your support!"*

Head to <https://www.rmhc.org.au/mchappyday> to find out how you can get involved with this great cause. Some of the ways you can show your support for RMHC include:

- Picking up a Big Mac from the Macca's [near you](#) - \$2 from every Big Mac sold on McHappy Day will go directly to Ronald McDonald House Charities
- Looking the part and picking-up a pair of Ronald McDonald® Socks for \$3 or a \$2 Helping Hand
- Making a gold coin donation with one of our Bucket Brigades that will be out in full force on McHappy Day.

- ENDS -

About McDonald's Australia

Australia's first McDonald's restaurant opened in Yagoona, Sydney, in 1971. Today there are over 950 McDonald's restaurants across Australia, 80 per cent of which are franchised and run by local businessmen and women. The organisation employs more than 100,000 people in restaurants and corporate offices Australia-wide, and is the largest employer of youth in the country. McDonald's creates more than 6,000 new jobs each year and spends over \$40 million per annum on training and people development. McDonald's suppliers export \$175 million worth of Australian products annually and its restaurants spend more than \$1.6 billion on food, packaging and other Australian goods and services each year. For more information visit www.mcdonalds.com.au or <https://www.facebook.com/McDonaldsAU>. McDonald's is also on Twitter – check us out at <https://twitter.com/maccas>.

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® Program, provides a 'home away from home' for families of seriously ill 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 16 Houses throughout Australia accommodating over 8,400 families annually. The newest house opened in South Brisbane in November 2016.

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 over 1,200 children a 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.

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