



MEDIA RELEASE

EVA MENDES ANNOUNCED AS AMBASSADOR FOR McHAPPY DAY 2020

Australia, Friday 25th September 2020: McDonald's Australia has today announced Hollywood actress, businesswoman and mother, Eva Mendes, will be taking on the role of McHappy Day 2020 Ambassador.

The largest annual fundraiser for Ronald McDonald House Charities Australia, McHappy Day raises vital funds that help keep families together when their child is seriously ill or injured.

Although unable to visit Australia due to travel restrictions, Eva Mendes, who has had starring roles in *Hitch*, *The Other Guys*, *Ghost Rider*, *The Place Beyond the Pines*, *2 Fast 2 Furious*, *We Own the Night* and Ryan Gosling's *Lost River*, will be lending a hand by encouraging Australians to get behind McHappy Day.

This year, from Wednesday, 21st October Australians will be able to support Ronald McDonald House Charities by picking-up a pair of Silly Socks or a Helping Hand from their nearest McDonald's or via McDelivery.

In addition to funds generated from the sale of Silly Socks and Helping Hands during October and November, \$2 from every Big Mac sold on Saturday, 14th November will also go to the charity.

Eva, who will host virtual meet and greets with families currently staying at Ronald McDonald House, is proud to be the ambassador for this important cause.

Eva Mendes said, "Although I can't travel to Australia this year, I am really proud to be the 2020 Ambassador for McHappy Day. As a mum, I couldn't imagine being away from my children when they need me most, so I feel so honoured to be involved in such an important initiative.

"McHappy Day is a meaningful fundraiser put on by McDonald's, which helps Ronald McDonald House Charities keep families together while their sick or seriously injured child undergoes treatment in hospital.

"Aussies can get behind the McHappy fundraising efforts by heading to their local McDonald's from the 21st of October and picking up a pair of Silly Socks, a Helping Hand or simply making a donation. And on Saturday 14th of November, McHappy Day, \$2 from every Big Mac sold will also go to Ronald McDonald House Charities," said Mendes.

Jo Feeney, Marketing Director, McDonald's Australia, commented, *"We're so pleased to have Eva as our 2020 McHappy Day Ambassador, helping us to raise crucial funds for Ronald McDonald House Charities. Eva's passion for supporting children and families in their time of need, makes her a fantastic advocate for McHappy Day.*

"Since McDonald's first started McHappy Day nearly three decades ago, the fundraiser has raised more than \$51 million for Ronald McDonald House Charities. These funds have played a vital role in helping the charity keep thousands of families together when they need it most."

Barbara Ryan, Chief Executive Officer, Ronald McDonald House Charities, added, *"This year has been especially tough for families of seriously ill or injured children, and as a charity we've had to stretch*



ourselves and adapt the ways we operate to continue to support these families during this challenging time.

“We are so excited that Eva is lending her voice to McHappy Day, which is the single biggest annual fundraiser for Ronald McDonald House Charities Australia this year. The money raised through McHappy Day is critically important to enabling us to continue to do the work we do.”

Australians can show their support for McHappy Day in a number of ways, including:

- Picking-up a pair of \$5 Silly Socks, or Helping Hands for \$2, \$10 or \$50 from Wednesday, 21st October from their local Macca’s or via McDelivery
- Buying a Big Mac on Saturday 14th November from their nearest McDonald’s or via McDelivery, with \$2 from every Big Mac sold on McHappy Day going directly to RMHC
- Making a donation online by visiting www.rmhc.org.au/give

- ENDS -

For further information please contact:

Barton Zaia on barton.zaia@thisismango.com.au or 0439 069 997.

For interview requests please contact:

Tina Alldis on tina.alldis@au.mcd.com or 0428 401 211.

Notes to editors:

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 nearly 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 105,000 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