



MEDIA ALERT

MACCA'S LAUNCHES NEW SILLY SOCKS FOR McHAPPY DAY Featuring Ronald McDonald, Grimace and Hamburglar designs

Australia, 20 October 2021: Macca's has launched a new range of Silly Socks featuring much-loved McDonaldland characters, Ronald McDonald, Grimace and Hamburglar.

The designs mark 30 years of McHappy Day in Australia, with 100% of profits going to Ronald McDonald House Charities (RMHC).

The socks are now available for purchase in McDonald's restaurants nationwide as fundraising begins for McHappy Day on Saturday, 13 November.

Amanda Nakad, Marketing Director, McDonald's Australia, said, "Silly Socks have been a part of our McHappy Day fundraising program for many years and are well-loved among the Aussie community.

"This year's designs feature iconic Macca's characters Ronald McDonald, Grimace and Hamburglar, to mark 30 years of McHappy Day in Australia.

"Our Silly Socks look good, feel good and do good, with all profits going towards helping seriously ill children and their families.

"We are calling on Aussies to purchase a pair of socks and show their support for Ronald McDonald House Charities this 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.

The launch of the Silly Socks follows the announcement of McHappy Day 2021 ambassador, Eva Longoria.

Barbara Ryan, Chief Executive Officer, Ronald McDonald House Charities Australia, said, "McHappy Day is crucial to enabling us to continue to help seriously ill and injured children and their families across Australia.

"Funds raised by McDonald's and its customers through the purchase of Silly Socks supports Programs such as Ronald McDonald Houses, Family Rooms, Family Retreats and our National Learning Program, which make a real impact in the lives of families and children in their time of need."

Ronald McDonald, Grimace and Hamburglar Silly Socks are available to purchase for \$5 from all McDonald's restaurants nationwide or via McDelivery.

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.



- 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 -

For further information or interview requests, please contact:
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Notes to editors:

RRP / Sizing

- Silly Socks RRP: \$5.00
- Size: 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.