

**For Immediate Release**

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## **Australia's celebrities get behind the counter to help raise \$2 million for sick kids**

Eight of Australia's biggest names in the television, music, radio and sporting industries were today announced as the official McHappy Day 2007 Ambassadors, keen to bring a smile to seriously ill children and their families, and greater awareness of the work of Ronald McDonald House Charities (RMHC).

Celebrities including Kyle Sandilands, Kerri-Ann Kennerley, Ricki-Lee Coulter, Elka Graham, Emily-Jade O'Keefe, and sports stars Dale Thomas, Tarkyn Lockyer and Justin Langer have put their name and face to this year's McHappy Day. Their efforts will help encourage all Australians to get behind McHappy Day to achieve a record target of \$2 million for seriously ill children who are supported by RMHC.

Fans will be able to meet this year's ambassadors face-to-face when they work in McDonald's restaurants on McHappy Day, Saturday November 17.

Hundreds of Australian celebrities, personalities and dignitaries will also offer a helping hand on McHappy Day at McDonald's restaurants across the country to delight customers with their burger flipping skills, serve at the Drive-Thru and sell wristbands to help raise much needed funds for RMHC.

McHappy Day 2007 Ambassadors are also set to participate in a range of activities to support the children's charity in the lead up to the event. They'll spend time with the children and their families at Ronald McDonald Houses to help lift their spirits, and appear in national TV and radio advertisements to help raise awareness for RMHC by asking Australians to dig deep and enjoy a Big Mac on McHappy Day or wear a wristband to show their support.

McHappy Day is Ronald McDonald House Charities' largest annual fundraising event. Last year, a record \$1.8 million was donated to RMHC with this year's aim of \$2 million being the biggest fundraising target for the children's charity.

On McHappy Day, \$1 from the sale of every Big Mac and profits from every \$2 wristband will go directly to RMHC, with further contributions made by the community in the lead up to and on McHappy Day via donation buckets in all McDonald's restaurants, and phone donations via 1300

307 642 or [www.rmhc.org.au](http://www.rmhc.org.au).

Thousands of Scouts Australia group members will also be collecting donations from now until McHappy Day. The national community partnership is a first in McHappy Day's 16-year history and will see Scout members aged 6-25 years old participating in a variety of community events to help achieve the fundraising target.

McDonald's pays all national administration and management costs for RMHC, meaning that every cent raised for the Charity goes directly to supporting seriously ill children and their families.

**For media enquiries, ambassador interviews and photo opportunities please contact:**

Tim Whittaker

Professional Public Relations

P: 02 9818 0956

E: [whittaker@ppr.com.au](mailto:whittaker@ppr.com.au)