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**TURN LOOSE CHANGE INTO STABILITY AND RESOURCES FOR MILLIONS OF CHILDREN  
THROUGH RONALD MCDONALD HOUSE CHARITIES® 2010 "RMHC DAY OF CHANGE"**

*September 9 Donation Drive at McDonald's® Restaurants Will Transform Pennies, Nickels, Dimes and Quarters  
Into Assistance for Children and Families Worldwide*

**GLASTONBURY, CONN., September, 7, 2010** – You know that loose change on the floor in the car? In the bottom of your purse? In a jar on your desk? Well the U.S. Treasury estimates that we have \$1.5 billion in loose change sitting around our homes and cars. This Sept. 9, Ronald McDonald House Charities of Connecticut and Western Massachusetts is asking families to donate that extra change to help assist millions of children in-need and their families. The Charity will celebrate its 2010 RMHC Day of Change raising awareness for RMHC Donation Boxes placed on McDonald's counters and in drive-thrus across the country available for donating spare change to support programs which help provide a wide range of support for children and families.

Last year alone, the pennies, nickels, dimes and quarters donated in RMHC Donation Boxes throughout Connecticut and Western Massachusetts totaled over \$300,000 – a goal the Charity hopes to exceed this year. In fact, if every McDonald's customer put a penny in the Donation Box, RMHC would raise more than \$94 million to support children and their families in the U.S. For 36 years, Ronald McDonald House Charities® (RMHC®) has been providing stability and resources to families through its core programs so they can get and keep children healthy and happy.

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"When that coin hits the Donation Box on Sept. 9, people will know that their generosity is providing opportunities for children throughout Connecticut and Western Massachusetts to reach their fullest potential via grants and scholarships awarded by the local RMHC chapter, and will also be providing support for the Ronald McDonald Houses in New Haven, Conn., and Springfield, Mass.," said Laura Phillips Ward, President of the Ronald McDonald House Charities of Connecticut and Western Massachusetts. "While our inaugural RMHC Day of Change is a major push to drive awareness of the RMHC Donation Boxes at participating McDonald's restaurants, the boxes are there every day and we are grateful to the millions of customers who help to support families through our programs by donating their spare change all year long."

Little by little, small donations add up to a lot allowing the Charity to award more than \$6 million to over 400 local non-profit organizations in the past 22 years. The charity also awards \$50,000 in college scholarships annually to area high school seniors. Additionally, the local RMHC chapter is proud to support the Ronald McDonald Houses in New Haven, Conn., and Springfield, Mass., through grants, quarterly donations and continuous collaboration. The RMHC Day of Change presents an opportunity to teach and get children involved in giving back, and an easy, and fun way for families to donate. Information about getting involved with the RMHC Day of Change is available at [www.rmhc-ctma.org](http://www.rmhc-ctma.org) and [www.rmhc.org](http://www.rmhc.org), where visitors are encouraged to learn about this initiative.

Beyond sharing spare change, there are other ways to get involved and support this meaningful cause. Reach out to family and friends, and those key influencers and organizations in the community to get them involved in spreading the word about the RMHC Day of Change – online and offline. [RSVP](#) for this special day on the [Charity's Facebook event page](#), and motivate friends and followers to join as well.

### **About Ronald McDonald House Charities of Connecticut and Western Massachusetts**

Since 1988 RMHC of Connecticut and Western Massachusetts has provided more than \$6 million to over 400 non-profit organizations, helping thousands of area children lead happier, healthier and more productive lives. RMHC and its global network of local chapters in over 50 countries and regions have awarded more than \$460 million in grants and program services supporting children worldwide. For more information about RMHC or to apply for a grant, please call Carole Bowman at (860) 659-0514, visit [www.rmhc-ctma.org](http://www.rmhc-ctma.org), or connect on the "Ronald McDonald House Charities of Connecticut and Western Massachusetts" [Facebook page](#).

### **About Ronald McDonald House Charities (Global organization)**

Ronald McDonald House Charities (RMHC), a non-profit, 501 (c) (3) corporation, creates, finds and supports programs that directly improve the health and well being of children. Through its global network of local Chapters in 52 countries and regions, its three core programs, the [Ronald McDonald House®](#), [Ronald McDonald Family Room®](#) and [Ronald McDonald Care Mobile®](#), and millions of dollars in grants to support children's programs worldwide, RMHC provides stability and resources to families so they can get and keep their children healthy and happy. All RMHC-supported programs provide a bridge to quality health care and give children and families the time they need together to heal faster and cope better. For more information, [www.rmhc.org](http://www.rmhc.org) or follow us on Twitter ([@RMHC](#)) and Facebook ([Facebook.com/RMHC Global](https://www.facebook.com/RMHCGlobal)).

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