



**PRESS CONTACTS:** Sarah Melnitsky  
smelnitsky@cronin-co.com  
AnnMarie Kemp  
akemp@cronin-co.com  
Cronin and Company, LLC  
(860) 659-0514

**CONNECTICUT AND WESTERN MASSACHUSETTS McDONALD'S® RAISE MONEY FOR LOCAL CHILDREN**

***Fundraiser Benefits Local Ronald McDonald House Charities® Chapter***

**July 21, 2010** – Beginning Sunday, August 1, local McDonald's® restaurants will team up with customers to benefit Ronald McDonald House Charities® (RMHC®) of Connecticut and Western Massachusetts and honor McDonald's founder Ray Kroc. Dedicated to Ray Kroc's spirit of giving back to the community, the two-week long fundraiser runs until August 15 and involves the sale of paper cutouts of Ronald McDonald shoes on which customers can write their name and post inside each restaurant. The shoes are sold for \$1 and all proceeds will remain with the local RMHC chapter.

Over 170 restaurants are participating in the program. Through its grant making, RMHC of Connecticut and Western Massachusetts will donate the monies collected to local organizations that help children and families live healthier and happier lives.

“Ronald McDonald House Charities accepts grant applications from non-profit organizations dedicated to improving children's lives,” said Laura Phillips Ward, President of RMHC of Connecticut and Western Massachusetts. “The money raised through the sale of the Ronald McDonald shoes during the two week fundraiser will help many children whether they're at school or in a hospital or served by another organization that receives funding from RMHC.”

So far this year, RMHC of Connecticut and Western Massachusetts has awarded more than \$200,000 to organizations throughout Connecticut and Western Massachusetts, including:

- Community Health Services in **Hartford**
- **Waterbury** Hospital
- The Homework House in **Holyoke**
- Connecticut Institute for the Blind in **Hartford**
- Riverfront Children’s Center in **Groton**
- **Springfield** Boys and Girls Club
- Susan B. Anthony Project in **Torrington**

RMHC also makes quarterly contributions to the Ronald McDonald Houses in both Springfield and New Haven.

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.

###