



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 20, 2011 – Beginning Monday, 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.

There are 170 restaurants participating in the program. RMHC of Connecticut and Western Massachusetts will use the collected donations to support its mission, including providing grants 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 \$215,000 to organizations throughout Connecticut and Western Massachusetts, including:

- Children’s Museum of Southeastern Connecticut in **Niantic**
- FOCUS Alternative Learning Center in **Canton**
- **Hartford** Public Library
- Madonna Place in **Norwich**
- **Manchester** Memorial Hospital’s Clinical Day School
- St. Martin de Porres Academy in **New Haven**
- Trinity-On-Main in **New Britain**
- YMCA of Greater **Springfield**

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 or connect on facebook.com/rmhc.ctma.

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