



FOR IMMEDIATE RELEASE

United Way of Central Alberta has teamed up with McDonald's Red Deer for the first ever Heart Campaign in Central Alberta

Red Deer, Alberta – October 26, 2017 – United Way Central Alberta is pleased to announce the inaugural McDonald's Red Deer Heart Campaign is underway, and continues until the very first McDonald's United Way Day on November 15th. United Way Hearts have landed in McDonald's locations across Red Deer, Alberta. Guests visiting Red Deer McDonald's locations can purchase a paper Heart to publicly pledge support towards United Way.

On November 15th, Red Deer McDonald's locations will be wrapping up the Heart campaign with McDonald's United Way Day. One dollar (\$1.00) from every Big Mac™, Happy Meal™ and Egg McMuffin™ will be donated to United Way. McDonald's United Way Day is a one-day community event that provides an opportunity for participants to make a positive impact. All the money raised by McDonald's stays local and goes directly to helping kids be all they can be.

"We strongly believe in our community and giving back to the neighbourhoods where we live and work," said Bob Carpenter, McDonald's Red Deer Franchisee. "McDonald's United Way Day and the Heart Campaign will give our employees an opportunity to support families and children in Central Alberta."

"The timing of this new partnership with McDonald's couldn't be better. We know there are a lot of businesses still struggling with the economy and we can't keep asking the same people to give more each year," commented Ken Johnson, United Way Co-Chair. "This is a great step forward in expanding the reach and impact of United Way Central Alberta."

-30-

For more information, please contact:

Robert J. Mitchell, CEO, United Way Central Alberta or *Jen Forrest, Resource Development Director* 403.343.3900

About United Way Central Alberta

United Way's mission is to improve lives and build community through engagement and mobilized collective action. By investing in programs that get to the root causes of complex social issues, United Way is able to change people's lives and lift them to new levels of possibility. All donations are invested by active community volunteers and directed into Central Alberta communities to create community impact. Established in 1965, United Way Central Alberta celebrated its 50th anniversary in 2015.

About McDonald's Canada

In 1967, Canadians welcomed the first McDonald's restaurant to Richmond, British Columbia. Today, McDonald's Restaurants of Canada Limited has become part of the Canadian fabric, serving close to three million guests every day. Together with our franchisees, we proudly employ nearly 90,000 people from coast-to-coast and approximately 85 per cent of McDonald's 1,400 Canadian restaurants are locally owned and operated by independent entrepreneurs. Of the almost \$1 billion we spend on food, more than 85 per cent is purchased from suppliers in Canada. For more information on McDonald's Canada visit McDonalds.ca.