



FOR IMMEDIATE RELEASE

United Way of Central Alberta to team up with McDonald's

Red Deer, Alberta – November 15, 2017 – United Way Central Alberta is pleased to announce the inaugural McDonald's United Way Day where one dollar (\$1.00) from every Big Mac™, Happy Meal™ and Egg McMuffin™ will be donated to United Way. All the money raised by McDonald's stays in Central Alberta and is invested in helping kids be all they can be.

"It's been amazing to see the community support behind United Way Central Alberta – the media support, the volunteers who will be at some of our McDonald locations, and the local business support," said Bob Carpenter, owner of Red Deer McDonald's establishments. "With this promotion we are able to align what is important to our employees with the strong investment that United Way makes."

Today only, all Red Deer McDonald's locations will be participating in the McDonald's United Way day which also includes the opportunity to purchase a heart for \$1.00.

"We want to take the opportunity to thank everyone who has already given to the 2017 campaign and encourage everyone to support this initiative with a visit to a Red Deer McDonald's location," Said Linda Wilson, United Way Co-Chair. "Every dollar makes a huge difference."

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For more information, please contact:

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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.