



## NEWS RELEASE

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### FOR IMMEDIATE RELEASE

#### **MCDONALD'S CUSTOMERS SUPPORT RONALD MCDONALD HOUSE WITH \$308,000 IN LOOSE CHANGE DURING 2008**

*Restaurant Canisters With Pennies, Nickels, Dimes, Quarters Pay Big Dividends*

PHOENIX, Ariz. (March xx, 2009): Pennies, nickels, dimes and quarters dropped into collection jars on counters at McDonald's Restaurants across Arizona added up to big bucks for the Ronald McDonald House of Phoenix.

Donations of loose change at 238 restaurants added up \$308,520 during 2008.

"Most people probably don't think how quickly all that change adds up when they drop it in the collection canisters, but we know how important those small donations become when you put them all together," said Ronald McDonald House Executive Director Nancy Roach. "When you realize that we only ask \$10 a night for families to stay with us, those nickels, dimes and quarters add up to a lot of nights for those who can't afford to pay."

Ronald McDonald House provides a home-away-from home for families traveling to the Valley for medical care for children facing serious or life-threatening illnesses. The House has served more than 27,000 families since 1985.

Development Director Eric Spicer said the 2009 campaign is now underway and will feature new inserts in each canister displayed on restaurant countertops.

“The change canisters make it so easy for anyone to be a donor,” said Eric Spicer, Ronald McDonald House Development Director. “You can make a difference for families in need just by dropping a few coins in a jar..”

For information about Ronald McDonald House Charities of Phoenix or to make an online contribution, visit [www.rmhcphoenix.com](http://www.rmhcphoenix.com).

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### **About Ronald McDonald House Charities of Phoenix**

For the past 24 years, Ronald McDonald House Charities of Phoenix has offered a comfortable, welcoming and affordable haven for families who come to this “home-away-from-home.” The families stay for days, weeks, sometimes months at a time, while their children undergo medical treatment at Valley hospitals. They are asked to pay just \$10 a day to stay at the House, but no family is ever turned away because of their inability to pay. The two Houses in Phoenix can accommodate up to 63 families at any one time and serves more than 1,500 families a year. Ronald McDonald House Charities of Phoenix is a non-profit organization supported by individual, corporate and foundation donations. For more information or to make a donation, visit [www.rmhcphoenix.com](http://www.rmhcphoenix.com).