



**premier
capital**
everyone makes
it possible.

PRESS RELEASE

22nd January 2021

McHappy Day raises €25,000 for RMHC Learning Centre

McDonald's customers have helped raise another €25,000 in aid of the Ronald McDonald House Charities' Qawra Learning Centre during last November's McHappy Day campaign. The funds were collected at Malta and Gozo's nine McDonald's restaurants during a week-long campaign and have now been donated to RMHC.

“Every year, our customers display incredible generosity throughout the McHappy Day campaign, our largest annual fund-raiser,” Peter Hili, Managing Director of Premier Restaurants Malta, the operator of McDonald's in Malta, said. “We are grateful to our customers who continue to support our favourite charity which is doing an amazing job with numerous children and young people who need support, their families and carers, while assisting some great organisations fulfil their mission.”

Two years since its official inauguration, the Ronald McDonald House Charities Learning Centre has been partnering with numerous charities and voluntary organisations, giving them access to its purpose-built premises from which to provide services and support to their own young clients and their families and carers. RMHC's partners include ADHD Malta, the Autism Parents Association, anti-bullying charity bBrave, the Richmond Foundation, Smiling with Jerome, Caritas, the National Literacy Agency, MCAST, and the University of Malta's Department of Counselling.

“Like all aspect of our lives, COVID-19 has brought significant changes to RMHC Malta's Learning Centre. Over 2020 we continued adapting the way in which we help the community in line with our mission to keep families close,” RMHC Malta Chairman Martin Xuereb said.

In 2020, RMHC supported 225 children, young people and their parents through training courses and activities, assisted 95 professionals, and organised 84 counselling sessions. In co-ordination with Caritas, RMHC also helped deliver 3,546 solidarity meals across 12 weeks in Malta's northern region.

Throughout the year, McDonald's makes a donation to RMHC from every Happy Meal sold. To donate directly to RMHC, customers may drop their change in the boxes at McDonald's counters or go online at www.rmhc-malta.com.

Premier Restaurants Malta Limited

part of Premier Capital p.l.c.

Nineteen Twenty Three, Valletta Road,
Marsa MRS 3000 Malta,
www.mcdonalds.com.mt
Company Reg No C18843



BALTICS | GREECE | MALTA | ROMANIA





**premier
capital**
everyone makes
it possible.

PHOTOCAPTION:

RMHC Chairman Martin Xuereb (right) receives €25,000 raised during McHappy Day from Peter Hili, Managing Director of McDonald's operator Premier Restaurants Malta.

About McDonald's in Malta

McDonald's is operated in Malta by Premier Restaurants Malta Ltd. More than 600 crew at nine McDonald's serve more than 20,000 customers in Malta and Gozo every day.

Premier Restaurants Malta is part of Premier Capital plc, the Developmental Licencee for McDonald's in Estonia, Greece, Latvia, Lithuania, Romania and Malta. More than 130 million customers are greeted every year by Premier Capital's network of 160 restaurants which includes several McDrive, McCafé and McDelivery operations. Premier Capital plc's staff complement exceeds 8,800 people.

Premier Capital plc is the McDonald's business within Hili Ventures, the group engaged in multi-sited activities in partnership with McDonald's and Apple, logistics, marine & engineering, property, technology, oil & gas, hospitality and leasing in 10 countries. It is a proud partner of CMA CGM, Tranter, Terberg, IBM, Cisco, Microsoft, Diebold Nixdorf, Lenovo, and many other global brands.

About Ronald McDonald House Charities in Malta

The Ronald McDonald House Charities Malta Chapter is committed to give children access to specialised support to enable them to pursue their education and enrich their lives. It creates, funds and supports programmes to improve the health and wellbeing of children at its purpose-built Learning Centre in Qawra and to serve children challenged by poverty, disability and learning difficulties. On its own and in partnership with other organisations, RMHC hosts educational and therapeutic programmes to assist children and young people gain the core skills and competences necessary for adulthood.

The Ronald McDonald House Charities is an international non-profit network with a mission to keep families with sick children close to each other and to the care and resources they need (www.rmhc.org). McDonald's has been the RMHC's Mission Partner since the first Ronald McDonald House was built in Philadelphia in 1974. RMHC delivers programmes and services in more than 65 countries and regions and impacts the lives of millions of children and their families around the world every year.

Media enquiries:

Louise Galea, Head of Marketing
Premier Restaurants Ltd
louise.galea@mt.mcd.com

Premier Restaurants Malta Limited

part of Premier Capital p.l.c.

Nineteen Twenty Three, Valletta Road,
Marsa MRS 3000 Malta,
www.mcdonalds.com.mt
Company Reg No C18843



BALTICS | GREECE | MALTA | ROMANIA

