



Media Release

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McHappy Season Kicks Off as Demand for Family Support Grows

Macca's annual fundraiser for Ronald McDonald House Charities® NZ (RMHC® NZ) returns with a drop of nostalgic McDonaldland Cookies

Every year, thousands of families stay at a Ronald McDonald House™ while their child is in hospital, and the need is only growing. This year, Kiwis can help families at their local Macca's as part of McHappy Season, Oct 22-Nov 1. McHappy Season is aiming to raise \$500,000 for RMHC NZ, the equivalent of over 2,000 nights of free accommodation for families with a child in hospital.

Demand for RMHC NZ support has continued to increase over the last few years across the Houses in Auckland, Wellington and Christchurch. In September alone, RMHC NZ hosted 556 families, providing 4,051 nights of accommodation and saving families \$947,934 in accommodation, meals, and parking.

“Our cornerstone promise is to never turn an eligible family away. With demand continuing to rise, we’re seeing our Houses operate at maximum capacity, increasing the need to off-site families,” says Ben Rose, RMHC NZ Chair. “The funds raised through McHappy Season and the generosity of New Zealanders make it possible for us to give families a place to stay, meals to share, and the support they need to be close to their child during treatment.”

In a first for more than 20 years, McDonald's is bringing back the much-loved McDonaldland Cookies specifically to help raise funds for RMHC NZ. Responding to huge customer demand, the Cookies will be available for a limited time during McHappy Season for \$3, with all proceeds donated directly to RMHC NZ. Customers can also buy a Grimace, Mayor McCheese or Fry Friends sticker for \$2, or all three for \$5.

Give Back with a Big Mac® also returns this McHappy Day. On Saturday 1st November, \$1 from every Big Mac sold will be donated directly to RMHC NZ. For decades, this simple act of enjoying a Big Mac has made a real difference for Kiwi families, and this year's McHappy Day is another chance for everyone to get involved and give back.



Customers can also show their support to RMHC NZ throughout the McHappy Season by:

- Buying a McDonaldland sticker buddy for \$2, or all three for \$5
- Rounding up or adding \$1 to their order
- Choosing a Kiwi Blue water, with 20c from every bottle donated
- Ordering a Happy Meal®, with 10c from each meal donated
- Donating directly at rmhc.org.nz/donate

McDonald's New Zealand Managing Director, Kylie Freeland, says McHappy Season is about rallying communities to help families in tough times.

“When your child is in hospital, being able to stay close makes an enormous difference,” says Freeland. “McHappy Day brings communities together to support the incredible work of RMHC New Zealand, and every Big Mac or small donation goes directly to helping families stay together when it matters most.”

This year, McHappy Day will be celebrated at restaurants nationwide, alongside donations raised through every purchase during the wider McHappy Season.

Since 1991, McDonald's New Zealand, its franchisees, crew, and customers have helped raise more than \$50 million for RMHC New Zealand.

-ENDS-

About McDonald's New Zealand

New Zealand's first McDonald's restaurant opened in Porirua in 1976. Today there are over 170 McDonald's restaurants across New Zealand, 85 percent of which are owned and operated by local businessmen and women. The organisation employs over 11,000 people in restaurants nationwide and is one of New Zealand's largest employers of youth. In 2024, McDonald's spent more than \$235 million with local suppliers, while New Zealand producers exported over \$287 million of food to other McDonald's markets around the world. McDonald's is the primary supporter of Ronald McDonald House Charities New Zealand, who keep families close while their children are in hospital.

About RMHC NZ and McDonald's

Globally, the relationship between RMHC and McDonald's goes back 50 years, helping to support families in 64 countries and positively impacting more than 6.5 million people. As Founding Mission Partner, McDonald's New Zealand has been supporting RMHC NZ since it was first established as an independent charity in 1989. While McDonald's is RMHC NZ's



mission partner, the charity operates independently and receives funding from a range of sources and supporters.