

**For Immediate Release**

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## **McDONALD'S® SUPPORTS FIGHT AGAINST BREAST CANCER**

### ***Tampa Bay McDonald's Will Raise Funds for Florida Suncoast Affiliate of the Susan G. Komen Breast Cancer Foundation May 8- 14<sup>th</sup>***

**Tampa – May 9, 2006** – This May, McDonald's® renews its nationwide commitment to breast cancer awareness and education by supporting our customers and the courageous efforts of organizations including Y-  
ME National Breast Cancer Organization, City of Hope Cancer Center and Florida Suncoast Affiliate of the Susan G. Komen Breast Cancer Foundation. Through these collaborations, McDonald's continues to assist in the fight against breast cancer by educating and supporting women and their families.

McDonald's commitment to breast cancer awareness will come to life right here in the Tampa Bay market as local restaurants host a two-prong fundraising effort to benefit the Florida Suncoast Affiliate of the Susan G. Komen Breast Cancer Foundation.

From May 8 through May 14<sup>th</sup> (while supplies last), customers can purchase a pink ribbon for \$1 at local McDonald's. Ribbons will be displayed in the restaurant and the proceeds will benefit the Florida Suncoast Affiliate of the Susan G. Komen Breast Cancer Foundation.

The second fundraising effort will be May 13<sup>th</sup> and 14<sup>th</sup>, with proceeds from the sale of apple pies at local McDonald's benefiting the Florida Suncoast Affiliate of the Susan G. Komen Breast Cancer Foundation.

"Our restaurants are proud to support initiatives designed to help raise funds for breast cancer awareness and research. The Florida Suncoast Affiliate of the Susan G. Komen Breast Cancer Foundation is a trusted partner working hard to fund research and communicate the importance of early detection. We are pleased to be able to provide a way for our customers to be a part of this important effort." said Allison Adams, McDonald's Owner/Operator and member of the McDonald's Women's Owner/Operator Network.

With the support of The Coca-Cola Company (DASANI®), McDonald's restaurants will showcase educational table tents featuring early detection tips and contact information for breast cancer support. As well, McDonald's will direct customers to breast health resources on their in-restaurant trayliners. McDonald's website ([www.mcdonalds.com/usa/good/community/bca.html](http://www.mcdonalds.com/usa/good/community/bca.html)) will feature a section dedicated to early detection tips from Y-ME, links to breast cancer resources and information from Dr. Dean Ornish, Founder, President and Director of the non-profit Preventive Medicine Research Institute.





McDonald's USA, LLC is the leading foodservice provider in the United States serving a variety of wholesome foods made from quality ingredients to millions of customers every day. More than 80 percent of McDonald's 13,700 U.S. restaurants are independently owned and operated by local franchisees. For more information about McDonald's visit [www.mcdonalds.com](http://www.mcdonalds.com).

The Susan G. Komen Breast Cancer Foundation is fighting to eradicate breast cancer as a life-threatening disease. In addition to funding research, the Komen Foundation supports education, screening and treatment projects in communities around the world and delivers the life-saving message of early detection to millions of women and men.

Since 1999, Komen's Florida Suncoast Affiliate has grown to serve Hillsborough, Manatee, Pasco, Pinellas, Polk and Sarasota counties. Seventy-five percent of funds raised by events like the annual Komen Race for the Cure<sup>®</sup> go directly to the community, with the remainder going to the national Foundation's research and awards program. In 2006, \$686,000 has been awarded to 16 grantees to support a variety of programs providing breast health education, clinical breast exams, screening mammography and diagnostic evaluations in the community.

For more information on the Florida Suncoast Affiliate of the Susan G. Komen Breast Cancer Foundation, please visit [www.komensuncoast.com](http://www.komensuncoast.com) or call toll free 877-506-6927. To learn more about breast health, breast cancer or the national Komen Foundation, please visit [www.komen.org](http://www.komen.org) or call the National Toll-Free Breast Care Helpline, 1.800 I'M AWARE<sup>®</sup> (1-800-462-9273).

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