



## FACT SHEET

### McDONALD'S® RECOGNIZED AS A PARTNER IN THE COMMUNITY

#### Awards For Good Corporate Citizenship

- In the past 10 years, McDonald's has received more than 60 awards for corporate responsibility and environmental leadership.
- **International Employment Recognition and Awards include:**
  - **Canada:** Among 50 Best Employers (2006) – Hewitt Associates
  - **Latin America:** Among the Best 25 Places to Work (2005) – Great Place to Work
  - **Brazil:** Best Employer (2004) – Expansion
  - **Malaysia:** Most Caring Employer (2004) in – Ministry of Human Resources
  - **New Zealand:** Human Resources Initiative of the Year (2004)
  - **Hong Kong:** Employer of the Year (2004) – JobsDB.com
  - **Australia:** Most Outstanding Company in Management Development (2003) in Australia – Japan Management Association
- **Environmental Awards** include:
  - Climate Protection Award (2005) – U.S. Environmental Protection Agency
  - Environmental Leadership Award (2001) – Audubon Society
  - Recycling Works Recognition Award (2001) – National Recycling Coalition
  - WasteWise Partner of the Year (2000) – U.S. Environmental Protection Agency
  - Vision For America Award (1999) – Keep America Beautiful
  - Green Lights Retail Partner of the Year (1998) – U.S. Environmental Protection Agency
  - Queen Mother's Award for Environmental Improvement (1997)
  - Corporate Conservation Leadership Award (1995) – Conservation International
- **Animal Welfare Award:**
  - Issue Management Council's Howard Chase Award (2000) for animal welfare
- **Toy Safety Award:**
  - Consumer Product Safety Commission Chairman's Commendation (2001)
- **Responsible Purchasing Award:**
  - APUA Leadership Award (2003) from Alliance for Prudent Use of Antibiotics

#### Recognition

- In 2005, McDonald's was added to Dow Jones Worldwide Sustainability Index (DJSI), a highly-selective list of industry leaders in corporate responsibility limited to just 300 global companies, and one of the most prestigious stock listings for socially responsible investors.
- McDonald's chosen for commitment to improving environmental and social performance, responsiveness to stakeholders and CSR reporting. McDonald's was cited for great strides in energy efficiency, food supply sustainability, and extending environmental conservation in our supply chain by the Ceres Company.



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### McDONALD'S® COMMITMENT TO COMMUNITIES

Studies detail economic impact of McDonald's restaurants as of 2005:

#### Columbus, Ohio

**\$104.9 million to local economy**  
**\$6.9 million in taxes paid**  
**4,460 jobs created**

#### Chicago, Illinois

**\$665.2 million to local economy**  
**\$56.4 million taxes**  
**33,540 jobs created**

#### Los Angeles, California

**\$266 million to local economy**  
**\$20 million in taxes paid**  
**38,660 jobs created**

#### State of Texas

**\$771.5 million to local economy**  
**\$55.8 million in taxes paid**  
**41,490 jobs created**

- A typical McDonald's restaurant in the U.S. is a local \$2 million small business providing about 40 local jobs
- Local Ronald McDonald House™ – A home away from home for families with seriously ill children in more than 259 local communities around the world.

#### **Provide assistance in times of need:**

- **\$50 million raised in 2005 for Ronald McDonald House Charities® (RMHC) and children's causes** around the world through McDonald's World Children's Day.
- **\$9.8 million donated to Hurricane Katrina relief** in New Orleans through McDonald's efforts, McDonald's granted nearly \$300,000 in emergency loans to displaced employees, supplied Happy Meal toys to children in shelters.
- **\$3.3 million for Tsunami relief:** McDonald's and RMHC worked together to help victims of the Tsunami in South East Asia, raising approximately \$3.3 million within the first month after the disaster.
- **More than 750,000 free McDonald's meals** were provided around the clock after September 11 to rescue workers at the World Trade Center in New York and the Pentagon in Washington, D.C.



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### McDONALD'S® IS A LOCAL BUSINESS THAT INVESTS IN LOCAL COMMUNITIES

#### Examples – McDonald's Education Programs for Young People Around the World:

- **Taiwan: Hygiene Program** McDonald's Hand Washing Program teaches children proper hand washing skills with five easy steps; program used in school for more than nine years – during same time period, Enterovirus infection decreased. Hand washing is the most important and easiest way to prevent the spread of this disease.
- **New Zealand: Seat Belt Safety Program** Reduction in children road deaths through the Seat Belt Safety that teaches children about road safety through special Ronald McDonald shows. "Make It Click" show has visited more than 800 schools and kindergartens a year, reaching more than 84,000 students. Also developed "Make It Click" TV commercial.
- **U.S.: Sue the Dinosaur** McDonald's sponsored Sue the Dinosaur exhibit at the Field Museum and nearly 14 million people have seen the exhibit or a traveling exhibit. A traveling cast replica of Sue, currently in Japan, will be visiting Beijing, China. In addition, a traveling educational exhibition visited more than 20 markets in the U.S.
- **Netherlands: Ronald Sports Program** More than 355,000 children in the Netherlands have participated in the Ronald Sport and Active Shows developed in collaboration with the Dutch Olympic Committee/National Federation of Sports.
- **Russia: Fire Prevention Program** In Russia, more than 31,000 primary school children have seen McDonald's Ronald program focused on fire prevention and safety.
- **Australia: Cancer Education** More than 2.5 million children and 8,500 schools have benefited from the McDonald's Camp Quality Puppet Program in Australia, a touring puppet show that educates children about cancer, its treatments and effects.