



16 June 2021

McDonald's "Buy a book ... Give a hope" campaign ends with a total of SAR 2.2 million

Riyadh/16 June 2021 - McDonald's latest campaign aimed at supporting Down Syndrome kids' empowering programs has been a great success, by selling 212,228 storybooks through more than 190 branches spread across the Central, Eastern, and Northern regions of KSA during the holy month of Ramadan.

The total amount raised by this campaign reached SAR 2,212,280 which was fully donated to support 269 kids with Down Syndrome in collaboration with: The two McDonald's programs to raise the language and functional competence of people with Down syndrome managed by DSCA, the McDonald's program to raise language competence managed by ERADAH Center in Jubail, and the McDonald's self-help program managed by SAUT Society.

The two McDonald's programs to raise the language and functional competence of people with Down syndrome managed by DSCA were supported with SAR 1,193,000 to help 144 kids, aiming to enable the kids to use their communication skills effectively, express themselves and develop self-care skills. The McDonald's program to raise language competence managed by ERADAH Center in Jubail was also supported with SAR 412,526 to help 65 kids, aiming to develop the kids' language and verbal skills. The McDonald's self-help program managed by SAUT Society was also one of the programs supported with a total amount of SAR 606,754 to help 60 kids and enable them to perform their daily tasks independently.

His Highness Prince Mishaal bin Khalid Al Saud, General President of Riyadh International Catering Corporation (McDonald's KSA), said: "At the end of this campaign, we extend our

heartfelt thanks to our valued customers who participated in this charitable campaign, all proceeds of which go to supporting children with Down syndrome for the fourth year in a row, aiming to add it to our humanitarian work, which is an important part of McDonald's KSA's strategy.

The Executive Director of Riyadh International Catering Corporation (McDonald's KSA), His Highness Prince Saud bin Abdulaziz Al Saud, handed over the cheques in a ceremony held at the company's headquarters in Riyadh to Mrs. Sana Malak, director of schools for the SAUT Society Association, and the General President of DSCA Mrs. Suzan Al-Ghanim, and Mr. Abdullatif Musleh Al-Harbi, General Manager of ERADAH Association. McDonald's expressed their gratitude towards the valued customers for their contribution to the campaign, which had a positive impact in changing the lives of children with Down syndrome for the better.

For more information about McDonald's community service initiatives, please visit Ajyalona.com