



McDonald's Capacity Building Program Continues for the Fourth Year in a Row and Gives Away SAR 59,603 to DSCA

Under Ajyalona, McDonald's KSA's social responsibility platform, and in line with our ever-present strategy to support kids with Down Syndrome, we at Riyadh International Catering Corporation, owners of the McDonald's franchise in the Central, Eastern, and Northern regions of Saudi Arabia, have concluded the 6th campaign on March 17th, where we announced that all McRoyale sales on that day will go to support The Down Syndrome Capacity Building Program that's supervised by DSCA.

This program, which was launched over 4 years ago, aims to provide parents and caregivers of children with Down syndrome as well as Down syndrome specialists with the latest methods and techniques to develop the children's communication skills by holding workshops in different regions. The latest of these workshops were held online on the 23rd and 24th of March, and focused on 2 important topics: Independence Skills - where the child is trained to be able to perform everyday tasks with little to no assistance, and An Introduction to Youth/Puberty Phase - where the parents taught how to recognize the signs of both genders of the Youth/Puberty phase that their children have reached and how to deal with it. The total number of people who attended these 2 workshops exceeded 194 individuals all of which were families and the concerned people of Down syndrome children.

McDonald's successfully concluded this campaign with a total of SAR 59,603 which was given fully to DSCA, in a ceremony held at the company's headquarters in Riyadh, where HH Prince Saud bin Abdulaziz Al Saud, the CEO of the company, presented the cheque to Susan Al-Ghanim, President of the DSCA association.

It is worth noting that the first Capacity Building Program support campaign was launched in 2017, and ever since then, many workshops were held under the supervision of DSCA association specialists, in the Central, Eastern, and Northern regions of Saudi Arabia.

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

