



The launch of McDonald's charity campaign to sell McDonald's books to support 316 Down Syndrome Kids

With over 200 branches spread across the Central, Eastern and Northern regions, the annual McDonald's charity campaign was launched to sell 4 children's story books at the price of 10 SAR per book, with all proceeds going to support Down Syndrome Kids. The campaign's slogan was "Buy a Book ... and Create Hope."

The target number of story books to be sold for this campaign is 250,000 books, with the aim of raising 2.5 million SAR to support 316 Down Syndrome Kids, in collaboration with three charities, distributed as follows:

144 children were supported within the "programs to raise language and functional competency in cooperation with the DSCA Charitable Society" in Riyadh, with an amount of 1,193,000 SAR. The mentioned programs aim to develop children's skills in terms of communication, pronunciation, and interaction with the surrounding environment, in addition to the skills of self-care, concentration and the correct use of hands and tools.

92 children were supported within the "McDonald's self-help, reading and writing programs in cooperation with SAWT" in Riyadh, with an amount of 787,114 SAR. The two programs aim to make children able to manage their tasks on their own, communicate and integrate with others.

80 children were supported within the "McDonald's programs for language competencies and independence skills in cooperation with the ERADA Charitable Association" in the Eastern Region, with an amount of 519,886 SAR, and the two programs aim to develop language skills and provide them with daily life skills.

It is worth noting that the campaign falls within the McDonald's KSA's strategy to support people with Down Syndrome and falls under the social responsibility platform of McDonald's KSA "Ajyalona".

For more information about McDonald's KSA social responsibility initiatives, please visit our website: www.ajyalona.com