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McDonald's® Kidathon 2017

Joey Yung rouses fans to support Ronald McDonald House Charities® Sammy Leung, Kitty Yuen, Commercial Radio hosts and the city's runners assemble to “Run for Fun, Run for Love” Event raises close to HK\$5.05 million

November 25, 2017 Hong Kong – McDonald's® Kidathon 2017 finished on a high note at the Happy Valley Racecourse today as around 9,000 kids and parents participated in the fundraiser for Ronald McDonald House Charities®. Thanks to the overwhelming response from various industry sectors and Commercial Radio, McDonald's succeeded in raising HK\$5.05 million in 2016 for the charity, sending love and warmth to seriously ill children and their families.

Into her sixth time as the “Kidathon Ambassador”, Joey Yung encouraged the athletes along with Ronald & Friends and a team of popular radio show hosts from Commercial Radio, including Sammy Leung, Kitty Yuen, Donald Tong, Jim Yan, Josephine Ng, Danny So, Jessica Ho, Alton Yu and Maria Tang. Together, they kept the spirits high, cheering on the runners and spreading the “Run for Fun, Run for Love” message in support of the charity's effort in providing seriously ill children and their families with a heart-warming “home”.

Benevolent singer Joey kicked off the event with Ms Randy Lai, CEO of McDonald's Hong Kong, Mr Yichen Zhang, Chairman and CEO of CITIC Capital Holdings Limited cum Chairman of the Board of Directors for McDonald's China and Hong Kong, Ms Grace Fung Oei, RMHC HK Chairperson & RMHC Global Board of Trustees and Ronald & Friends. Together, Ms Randy Lai, Mr Yichen Zhang and Ms Grace Fung Oei put “giant hearts” into the “Full of Love Donation Box” in representation of the funds of around HK\$5.05 million raised for the Ronald McDonald House Charities®. Joey and Ronald then released heart-shaped balloons into the sky to symbolize the spread of love through today's event. After the ceremony, officiating guests presented the “Outstanding Fundraising Prize” to kid runner Verlene Charlotte Luo, who raised the highest amount of funds.

Putting on their red and white coloured “Ronald McDonald Loving Stockings”, Joey, Ronald & Friends, as well as the team of Commercial Radio hosts joined kids in leading warm-up exercises to get everyone ready for the run. Joey also urged all present to advocate for “Run for Fun, Run for Love”, so that more needy families could benefit from their generosity.

“I feel so encouraged to see so many participants at this charity event every year,” said Ms Randy Lai, CEO of McDonald's Hong Kong. “This year, we are glad to have nearly 9,000 athletes supporting the event. In 2016, McDonald's Hong Kong successfully raised HK\$5.05 million for Ronald McDonald House Charities®. As of our 12th Kidathon, the accumulated number of participants has almost reached 53,000 and the funding has topped HK\$43 million. I would like to extend my heartfelt thanks to everyone for their support. We will continue to support Ronald McDonald House Charities® to serve more child patients and families in the long run.”

“In the past 21 years, the Ronald McDonald House service has provided a temporary ‘home away from home’ for the needy families, offering seriously ill children a comfortable environment to receive treatment in the company of their families,” noted Ms Grace Fung Oei, RMHC HK Chairperson & RMHC Global Board of Trustees. “I thank McDonald's for their continuous support through Kidathon, volunteer services and other educational activities that promote our work, raising public awareness of our charity. In future, we will uphold our mission to develop more long-term projects to improve children's well-being. We are hoping to serve more families in need by providing Ronald McDonald House service for patients of the upcoming Hong Kong Children's Hospital at Kai Tak.”



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With upbeat live music from the Hong Kong Vigor Marching Band, flag-bearer Ronald McDonald teamed up with Ms Randy Lai, Mr Yichen Zhang, Ms Grace Fung Oei, Joey, Ms Rita Chan and her team from Commercial Radio to lead corporate team runners to the starting point. In celebration of the “Run for Fun, Run for Love” spirit, Joey happily posed for selfies with the athletes. At the first sound of the starting gun, cheers erupted as participants joyfully completed a lap around the racecourse (approximately 2.2 km), spreading love and positive vibes with every step they took!

About Ronald McDonald House Charities® Hong Kong

Under the auspices of Ronald McDonald House Charities® Hong Kong (RMHCHK), Ronald McDonald House® (RMH) was set up near the Prince of Wales Hospital in 1996 as the first RMH in Asia to provide a “home-away-from-home” for sick children and their families, enabling them to close to each other and the care and resources they need.

At the ‘home-away-from-home’, there are 23 family bedrooms, including an isolation suite, a communal kitchen, library, study room, play area, communal dining area and organic garden. It is not just offering a room to stay in, but also providing comfort, support and resources for families with seriously sick children just steps from the hospital. Since its establishment, more than 150,000 nights have been provided for 5,300 sick children and families.

We are both touched and privileged to have provided a place of solace when most needed, and family-centered care, which is totally unique in Hong Kong.

RMHCHK is an independent NGO registered under Section 88 of the Hong Kong Inland Revenue Ordinance and governed by an independent Board of Directors.



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Photo captions:

1. Ms Randy Lai, CEO of McDonald's Hong Kong, thanked kids and parents for their generosity in supporting Ronald McDonald House Charities® to serve more child patients and families in need.



2. Into her sixth time as the “Kidathon Ambassador”, Joey Yung put on the red and white coloured “Ronald McDonald Loving Stockings” and led guests and children to do warm-up exercises along with Ronald & Friends, Sammy Leung, Kitty Yuen, Donald Tong, Jim Yan, Josephine Ng, Danny So, Jessica Ho, Alton Yu and Maria Tang.





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3. Joey kicked off the event with Ms Randy Lai, CEO of McDonald's Hong Kong, Mr Yichen Zhang, Chairman and CEO of CITIC Capital Holdings Limited cum Chairman of the Board of Directors for McDonald's China and Hong Kong, Ms Grace Fung Oei, RMHC HK Chairperson & RMHC Global Board of Trustees and Ronald McDonald. Together, they put "giant hearts" into the "Full of Love Donation Box" — representing the funds of around HK\$5.05 million raised for the Ronald McDonald House Charities®. Witnessing the event were Ms Rita Chan, General Manager of HK Commercial Broadcasting Co., Ltd, and her team.



4. Officiating guests presented the “Outstanding Fundraising Prize” to the kid runner Verlene Charlotte Luo, who raised the largest amount of funds.



5. Various industry sectors showed generous support at Kidathon, raising funds for Ronald McDonald House Charities®.



6. With upbeat music from the Hong Kong Vigor Marching Band, flag-bearer Ronald McDonald teamed up with Ms Randy Lai, Mr Yichen Zhang, Ms Grace Fung Oei, Joey, Ms Rita Chan and her team from Commercial Radio to lead corporate team runners to the starting point. In celebration of the “Run for Fun, Run for Love” spirit, Joey happily posed for selfies with the athletes.



7. At the first sound of the starting gun, cheers erupted as participants raced to complete a lap around the racecourse, spreading love and positive vibes with every step they took!





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