



For Immediate Release

**THIS SEASON CELEBRATE YOUR PASSION AND PLEASE YOUR HEART**  
***McDONALD'S® CANADA OFFERS TWO GREAT STOCKING STUFFER IDEAS FOR UNDER \$10.00***

**November 9, 2005 (Toronto, ON)** – A simple trip to McDonald's this season could mean filling family stockings with holiday cheer. Participating McDonald's restaurants have two great gift ideas for under \$10.00 that will excite sports fanatics, please those who love to give as much as they love to receive, and provide relief to stressed shoppers – gift certificates and hockey cards.

“McDonald's is pleased to offer customers stocking stuffers that embody two seasonal traditions – hockey and giving,” said Louie Mele, President, McDonald's Restaurants of Canada Limited. “Whether you're just starting to shop for gifts or looking for that last special something for those on your list, McDonald's has what people want. And since 1991, we have donated over \$4.1 million to Ronald McDonald House Charities®, so Canadians can feel even better about their purchase.”

**Giving Good Food and Good Feelings**

McDonald's gift certificates are available for \$5.00 per booklet. McDonald's Canada makes a donation to Ronald McDonald House Charities® for every booklet of gift certificates printed. Ronald McDonald House Charities is dedicated to helping children with serious and/or life-threatening illnesses or disabilities and their families lead happier, healthier lives by supporting the Ronald McDonald House® program and children's charities across Canada. Each booklet contains five \$1.00 gift certificates, redeemable at participating McDonald's restaurants, the perfect present for the McDonald's fanatic on everyone's list. It's also an opportunity to add some warmth to the season by helping children in need. To purchase McDonald's gift certificates, visit a participating McDonald's restaurant.

**Ho, Ho, Hockey**

Hockey's back and better than ever – and so are McDonald's Hockey Cards, with one of the largest collections yet. This year's cards are available November 22 to December 31, or while supplies last. Customers can get their gloves on a pack for 99 cents plus tax, with the purchase of any size French fries, drink, hash brown or side salad, up to a limit of three packs per qualifying purchase. Each pack of three cards contains a surprise selection, including new faces to the NHL and popular veterans. Whether loved ones have a favourite team player, or are just thankful that Canada's beloved sport is back, hockey cards are sure to be popular stocking stuffers.

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For more information about McDonald's hockey cards please visit [www.mcdonalds.ca/en/aboutus/collectables.aspx](http://www.mcdonalds.ca/en/aboutus/collectables.aspx) (Updated site will go live on Tuesday, November 22).

**McDonald's Canada and Ronald McDonald House Charities (RMHC™)**

McDonald's Restaurants of Canada Limited is a major supporter of RMHC. Since January 2004, all McDonald's restaurants in Canada have donated ten cents from every Happy Meal® sold, 365 days a year, to RMHC. This resulted in a \$5 million donation to RMHC by McDonald's and its franchisees in 2004. In addition, McDonald's Canada pays all of the general and administrative costs of RMHC in Canada so that 100 cents of every dollar donated directly to RMHC can benefit children in need and their families. For more information about Ronald McDonald House Charities, visit [www.rmhc.ca](http://www.rmhc.ca).

**About McDonald's Canada**

McDonald's is the leading foodservice company in the world. McDonald's Restaurants of Canada Limited and its Canadian franchisees own and operate more than 1,375 restaurants and employ more than 77,000 Canadians coast to coast. Approximately 65 per cent of McDonald's Canadian restaurants are locally owned and operated by independent entrepreneurs. For more information about McDonald's Canada, visit the company's web site at [www.mcdonalds.ca](http://www.mcdonalds.ca).

**For more information, please contact:**

McDonald's Media Relations 1-877-786-3342 or [www.mcdepk.ca](http://www.mcdepk.ca).