



help the Idols
build a house



FOR IMMEDIATE RELEASE

**ONE-OF-A-KIND ITEMS AVAILABLE AS FINAL PHASE
OF “HELP THE IDOLS BUILD A HOUSE” AUCTION KICKS OFF**

**Autographed *Canadian Idol* Yamaha piano and Ultimate Sports Weekend packages
among prized offerings in support of Ronald McDonald House Charities® of Canada**

Toronto, ON (August 21, 2007) – As *Canadian Idol* enters its final stretch with CTV viewers casting their votes to crown this year’s winner, the “Help the Idols Build a House” campaign is also coming down to the wire with the launch of the final phase of an online auction to help build Canada’s first Ronald McDonald® Family Retreat on Vancouver Island’s Bear Mountain Resort.

Online bids will be accepted until August 30, 2007 at 8 pm EDT on an impressive selection of unique items and once-in-a-lifetime exclusive experiences, including the Yamaha C7 Grand Piano that has been used on-stage during the *Canadian Idol* show. The piano has been autographed by all of this season’s Top 10 finalists, host Ben Mulroney, judges Farley Flex, Jake Gold, Sass Jordan and Zack Werner and celebrity guests such as Rihanna, Enrique Iglesias and Maroon 5.

As music lovers vie for this unique piece of Canadian television and music history, sports enthusiasts will have the chance to secure one of four Ultimate Parent & Child Sports Weekend packages. Offered by Maple Leaf Sports and Entertainment, it comprises a pair of tickets to a game (Maple Leafs, Raptors, Toronto FC or Marlies), a signed captain’s jersey, as well as the opportunity for the child to be a “ball kid” on the ACC court or hold the flag on the BMO Field as FC players are introduced.

The full auction listing, local broadcast times and full coverage of *Canadian Idol* can be viewed at www.idol.ctv.ca.

Thanks to a generous land donation by Bear Mountain Resort on Vancouver Island, the Ronald McDonald Family Retreat will offer families that have stayed at one of Canada’s 12 Ronald McDonald Houses the opportunity to spend time together, free of charge, in a setting where they can focus solely on each other and begin to get their lives back on track.

The Ronald McDonald Family Retreat is a natural extension of RMHC®’s mission to help children with serious illnesses and disabilities and their families lead happier and healthier lives. McDonald’s Restaurants of Canada Limited pays for all the administrative and operating costs of RMHC, which means that 100 per cent of every dollar donated to the charity goes directly towards helping children in need and their families.

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 1,400 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.

About Ronald McDonald House Charities®

Ronald McDonald House Charities of Canada (RMHC) is a registered charity that is dedicated to helping children with serious illnesses or disabilities, and their families, lead happier and healthier lives. RMHC achieves this by supporting each Canadian Ronald McDonald House®, the Ronald McDonald Family Room™ Program and by awarding grants to many other children's charities across the country. Since its inception in 1982, RMHC Canada has awarded more than \$47 million in grants benefiting thousands of children and families in more than 600 communities.

For more information, please contact:

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