



help the Idols  
build a house



## Fact Sheet

- Located on Vancouver Island near Victoria, the Ronald McDonald® Family Retreat is the first of its kind in Canada.
- Thanks in large part to a generous land donation by Bear Mountain Resort of a 2-acre plot of land, McDonald's Canada and Ronald McDonald House Charities® (RMHC) is introducing the next evolution of their ongoing mission to help kids and support families.
- The Ronald McDonald® Family Retreat is designed as a much-needed vacation spot for families that have stayed at one of Canada's 12 Ronald McDonald Houses, to stay free of charge for one week, to help them get their lives back on track after dealing with lengthy hospital stays and difficult treatments.
- The Ronald McDonald® Family Retreat at Bear Mountain Resort consists of two residences, allowing two families to stay at one time, along with a clubhouse with shared amenities such as a dining & BBQ area, an arts and crafts room, a music room, as well as a big screen TV and video games.
- The project takes its inspiration from the Ronald McDonald Beach House concept in Australia, whose success has made possible the creation of five such facilities there since 2002.
- A joint fundraising campaign with CTV's *Canadian Idol* has been launched in an effort to "Help the Idols build a house" through online donations, song downloads and bids on exclusive auction items at [www.idol.ctv.ca](http://www.idol.ctv.ca).
- At the unveiling of the rendering for the Ronald McDonald® Family Retreat, *Canadian Idol* host Ben Mulroney and 2005 *Canadian Idol* winner Melissa O'Neil were on hand to greet Spencer Kotowick and his family from Bridge Lake, BC, who were selected as the first family to be granted a stay at the Retreat.
- The official opening for the Ronald McDonald Family Retreat is expected in 2008.
- In addition to the generosity of Bear Mountain Resort, other supporters of this project include *Hope Air*, who will provide transportation for families across Canada, *Power To Be*, offering programs and activities on-site, as well as *Telus*, which has graciously provided a wide range of communications products and services.
- A portion of the 10¢ donated to Ronald McDonald House Charities® from the sale of every Happy Meal® at McDonald's will also go towards helping the Canadian Idols build the first Ronald McDonald® Family Retreat.
- McDonald's Restaurants of Canada pays all the general and administrative costs of RMHC in Canada so that 100% of every dollar donated directly to RMHC can benefit children in need and their families.