



**FOR IMMEDIATE RELEASE**

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## **McDONALD'S RESTAURANTS IN THE GREATER RICHMOND AREA PARTNER WITH VIRGINIA VETERAN AND FAMILY SUPPORT TO BENEFIT LOCAL VETERANS AND MILITARY FAMILIES**

*Every McDonald's Apple Pie Purchased Locally in November will Directly Benefit Virginia's Heroes*

**RICHMOND, VA (October 29, 2015)** – For the entire month of November, the McDonald's® Family Restaurants of Greater Richmond is saying “thank you” to local military heroes and will be donating \$.10 from every Apple Pie sold at each of the 71 local McDonald's locations to Virginia Veteran and Family Support, formerly the Virginia Wounded Warrior Program. This new local partnership is one of the many ways that McDonald's directly supports the Greater Richmond area.

McDonald's Baked Apple Pie, a classic favorite that is very popular among local customers of all ages, is made with delicious apples, lightly spiced with cinnamon and baked in flaky pastry. As a result of this new partnership, local customers can now know that while enjoying a warm McDonald's Apple Pie from November 1, 2015 to November 30, 2015, that they are helping those who give so much of themselves, and their families, to protect and serve our country.

“McDonald's is incredibly proud to support local military heroes throughout Military Family Appreciation Month by providing a donation from the purchase of McDonald's Apple Pies,” said Dave Traub, President of the McDonald's Family Restaurants of Greater Richmond. “Our partnership with Virginia Veteran and Family Support, formerly the Virginia Wounded Warrior Program, is one of the numerous local relationships that McDonald's has created in order to continuously give back to our communities and we say ‘thank you’ to our local heroes.”

“The Commonwealth thanks McDonald's of Greater Richmond for their support for Virginia's veterans, both during the month of November and always,” said John Harvey, the Commonwealth's Secretary of Veterans and Defense Affairs. “Every dime of this donation will go directly to the provision of rehabilitative services provided by VVFS and the Virginia Department of Veterans Services.”

The month of November not only includes Veterans Day but it also recognized as Military Family Appreciation Month. Residents in the Greater Richmond area are encouraged to purchase an Apple Pie

and their local McDonald's to help make a difference for Virginia's military families. There are no purchase limits or restrictions.

#### **About McDonald's**

McDonald's USA, LLC, is the leading foodservice provider in the United States serving a variety of wholesome foods made from quality ingredients to more than 26 million customers every day. Nearly 90 percent of McDonald's 14,000 U.S. restaurants are independently owned and operated by local business men and women. All 71 restaurants in the Greater Richmond area are locally Owned and Operated. Customers can now log online for free at any of the 11,500 participating Wi-Fi enabled McDonald's U.S. restaurants. For more information on McDonald's visit [www.mcdonalds.com](http://www.mcdonalds.com) or follow us on Twitter (@McD\_RVA) and Facebook ([Facebook.com/McDonalds](https://Facebook.com/McDonalds)) for updates on our business, promotions and products.

#### **About Virginia Veteran and Family Support**

Virginia Veteran and Family Support (VVFS) (*formerly the Virginia Wounded Warrior Program*) is operated by the Virginia Department of Veterans Services in cooperation with the Virginia Department of Behavioral Health and Developmental Services, the Virginia Department for Aging and Rehabilitative Services, and other state, local, federal, and non-profit partners. VVFS monitors and coordinates behavioral health, rehabilitative, and supportive services through an integrated and responsive system of care. VVFS provides peer and family support and care coordination services to Virginia veterans, members of the Virginia National Guard and Armed Forces Reserves (not in federal service), and their families with a special emphasis on those affected by stress related conditions or traumatic brain injuries resulting from military service. For services or questions, please contact us at 1-877-285-1299 or visit [www.dvs.virginia.gov](http://www.dvs.virginia.gov).

#### **About the Virginia Department of Veterans Services**

The Virginia Department of Veterans Services (VDVS) operates 26 benefit services offices that assist veterans and their family members in filing claims for federal veterans benefits; two long-term care facilities offering nursing, assisted living, and domiciliary care for veterans, and three veterans cemeteries that provide an honored final resting place for veterans and their families. VDVS provides veterans and family members with direct linkages to needed services including behavioral healthcare, housing, employment, education, and other programs. The Department also operates the Virginia War Memorial, the Commonwealth of Virginia's monument to honor the memory of Virginia's men and women who demonstrated a willingness to serve and fight to defend our way of life from World War II to the present.

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