



FOR IMMEDIATE RELEASE

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McDONALD'S RESTAURANTS IN THE GREATER RICHMOND AREA DONATES \$20,000 TO VIRGINIA VETERAN AND FAMILY SUPPORT TO BENEFIT LOCAL VETERANS AND MILITARY FAMILIES

Every McDonald's Apple Pie Purchased Locally in November Directly Benefited Virginia's Heroes

RICHMOND, VA (December 15, 2015) – The McDonald's Family Restaurants of Greater Richmond presented a donation today to Virginia Veteran and Family Support for \$20,000. This donation is a direct result of the November donation partnership that was established in 2015 by the McDonald's® Family Restaurants of Greater Richmond to say "thank you" to local military heroes and represents a \$.10 donation from each Apple Pie that was sold at all of the 71 Greater Richmond area McDonald's between November 1, 2015 and November 30, 2015. The \$20,000 amount from the Apple Pie donation program was rounded up, from more than \$19,000, by McDonald's Family Restaurants of Greater Richmond for today's check presentation to Virginia Veteran and Family Support.

This partnership with Virginia Veteran and Family Support, formerly the Virginia Wounded Warrior Program, is one of the many ways that McDonald's restaurants directly support the Greater Richmond area. As a result of this new partnership, local customers who enjoyed a warm McDonald's Apple Pie during November 2015 can know that they helped those who give so much of themselves, and their families, to protect and serve our country.

Residents in the Greater Richmond area were encouraged to purchase an Apple Pie at their local McDonald's to help make a difference for Virginia's military families. All 71 McDonald's in the Greater Richmond area are locally owned and operated. The month of November not only includes Veterans Day but it also recognized as Military Family Appreciation Month.

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. There were 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 or follow us on Twitter (@McD_RVA) and Facebook ([Facebook.com/McDonalds](https://www.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.

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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