

For Release
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MEDIA RELEASE

McHappy Day brings smiles to young patients at Southlake

Newmarket, ON – McHappy Day may be long over, but it continues to bring smiles to the team at Southlake.

Southlake Regional Health Centre Foundation was recently honoured to accept the donated proceeds from the 2019 McHappy Day fundraising campaign, which was held on May 8th. For one day, \$1 from every purchase of a Big Mac, Happy Meal, or Hot McCafé Beverage was donated to local charities, including Southlake.

“Community partnership is a strong focus of ours, and we are incredibly proud to be recognized by our local McDonald’s as an important part of patient care within our communities,” says Susan Mullin, President & CEO of Southlake Foundation.

Participating locations included 17 McDonald’s restaurants in Aurora, Newmarket, Richmond Hill, East Gwillimbury, donating \$15,064, and two in Bradford West Gwillimbury, donating \$3,962. Funds raised are supporting Southlake’s Maternal Child Program, which offers care to children across York Region and South Simcoe County, from sick and premature infants cared for in our Neonatal Intensive Care Unit, to general paediatric services, to treatment for young cancer patients.

Every year, approximately 2,600 babies are born at Southlake, and more than 2,500 children are brought to the hospital for urgent care. More than 1,000 rely on our Paediatric Oncology Clinic. This investment in Southlake’s Maternal Child Program will put the right tools and equipment in the hands of Southlake’s clinicians, so they can continue to provide leading edge care close to home for the youngest patients in our communities.

“McDonald’s chose to help support Southlake this year because we believe that it is important to give back to our community,” said Mae Law-Moore, Brand Manager, Central & North York Region McDonald’s Restaurants of P.G. Miller Enterprises Limited. “Southlake is a vital institution to our community that helps many people in need on a daily basis, and we wanted to help support their fundraising initiatives. Children are our future and McDonald’s was happy to support a great program.”

In the spirit of community, Foundation staff, frontline hospital clinicians and Southlake leadership volunteered their time to support McHappy Day, serving orders to customers to help on one of their busiest days.

“McHappy Day is about the power of community,” says Jason O’Neill, owner/operator of the participating Bradford McDonald’s locations. “From the employees, volunteers, supplier partners to the guests who come in to support us on McHappy Day, it is the people in the community that make this day a huge success as we rally together to support children and families in need. People in the Bradford area believe in organizations like Southlake and charities like the Ronald McDonald Houses, which provide a home-away-from-home for families while their seriously ill child is being treated in hospital. Both

Southlake and Ronald McDonald House Charities provide compassion and care for our most precious treasures – our children.”



Photo caption: Arden Krystal (left), President & CEO of Southlake Regional Health Centre and Susan Mullin (right), President & CEO of Southlake Foundation served up a storm as customers flooded 17 McDonald's locations in York Region and Bradford on McHappy Day, supporting leading edge health care for kids in their communities.

About Southlake Regional Health Centre Foundation

Since the inception of Southlake Foundation in 1980, more than \$150 million dollars has been raised in support of Southlake Regional Health Centre. Working with members of the community, hundreds of volunteers, the Southlake Family and our incredible donors, Southlake Foundation will continue to support life-saving medical equipment, infrastructure upgrades and expansions, patient programs and staff education, all for the goal of providing leading edge care for patients and families, close to home. For more information visit: www.southlakefoundation.ca

About Southlake Regional Health Centre

Southlake Regional Health Centre is a full-service hospital with a regional, clinically advanced focus. As a regionally designated site, Southlake is responsible for developing and providing advanced levels of care



to the more than 1.5 million people who reside in York Region, Simcoe County, and as far north as Muskoka. Advanced, specialty services include: arthritis care, cancer care, cardiac care, cataract surgery, child and adolescent eating disorders, mental health services for children, paediatrics and perinatal care, and thoracic surgery. Southlake is proud to have a team of over 3,000 employees, 580 physicians, and more than 900 volunteers. Combined with our commitment to provide the best possible care to patients, our goal is to make Southlake synonymous with healthcare excellence.

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