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For dedication and loyalty: McDonald's Greater Asia international relationship partner Guy Russo (left), Azmir (right), McDonald's Singapore, Malaysia and Korea regional manager Kenneth Chan (5th from left) and McDonald's chief happiness officer Ronald McDonald with the five McDonald's staff members who were presented the 25 Years Service Award: (from second from left) Seelan Krishnan, Sofiah Thoo Abdullah, Freddie Khoo, Ng Kim Hua and Abd Hadi Loh @ Adam.

McD turns 25 with a charity gala

RM250,000 raised at the dinner for needy kids

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STREAMS of silver ribbons and glittery silver balls decorated the ballroom of Mandarin Oriental in Kuala Lumpur as elegantly dressed guests arrived for the *McDonald's Charity Gala Dinner*.

The black and silver-themed dinner attended by McDonald's staff members, business partners and corporate guests, was held to celebrate McDonald's 25th anniversary in

Malaysia this year.

A total of RM250,000 was raised through the dinner, and channelled to Ronald McDonald Children's Charities (RMCC) and Majlis Kebajikan Kanak-Kanak Malaysia (MKKM) to benefit the less fortunate children of Malaysia.

Some RM200,000 was awarded to RMCC for its *Give a Gift of Smile* campaign, which provides financial aid to Malaysian children born with cleft lip and palate to undergo corrective surgery, with the remaining proceeds going to MKKM.

During the dinner, five McDonald's staff – Sofiah Thoo Abdullah, Seelan Krishnan, Freddie Khoo, Ng Kim Hua and Abd Hadi Loh @ Adam – were presented the *25 Years Service Award*, which carries a RM5,000 cash prize.

These five began working at the first outlet as service staff 25 years ago and have since risen up the ranks to hold senior positions at McDonald's Malaysia headquarters.

McDonald's Malaysia managing director Azmir Jaafar also presented a *Heroes of the Heart* award to ING Insurance Sdn Bhd for their significant contribution to RMCC's *Give a Gift of Smile* campaign since its inception in 2004.

Popular artists Ning Baizura and Anuar Zain entertained guests with their performances. The dinner also

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featured a special children's showcase by the Federal Academy of Ballet and KL Dance Theatre.

During a press conference held before the dinner, Azmir said that RMCC was committed to helping children in three key areas – health, education and social welfare.

"RMCC's *Tunas Wawasan* is a scholarship programme designed to help students with academic potential from low-income families nationwide with their education.

"The first Ronald McDonald House was built at Hospital Universiti Kebangsaan Malaysia in Cheras to house families while their children undergo long-term treatment for serious illnesses at the hospital," he said.

"RMCC also makes donations throughout the year to help families who have suffered disasters like fire and other catastrophes, or those who needed assistance for their children's medical expenses.

"Earlier this year, RMCC contributed RM50,000 worth of food and various

items to those affected by the floods in Johor."

"We have more events and activities lined up this year including the launch of our 24-Hour Business at the end of June and a *Fish Festivities* promotion in July for the movie *Surf's Up*," McDonald's Malaysia general manager Stephen Chew said.

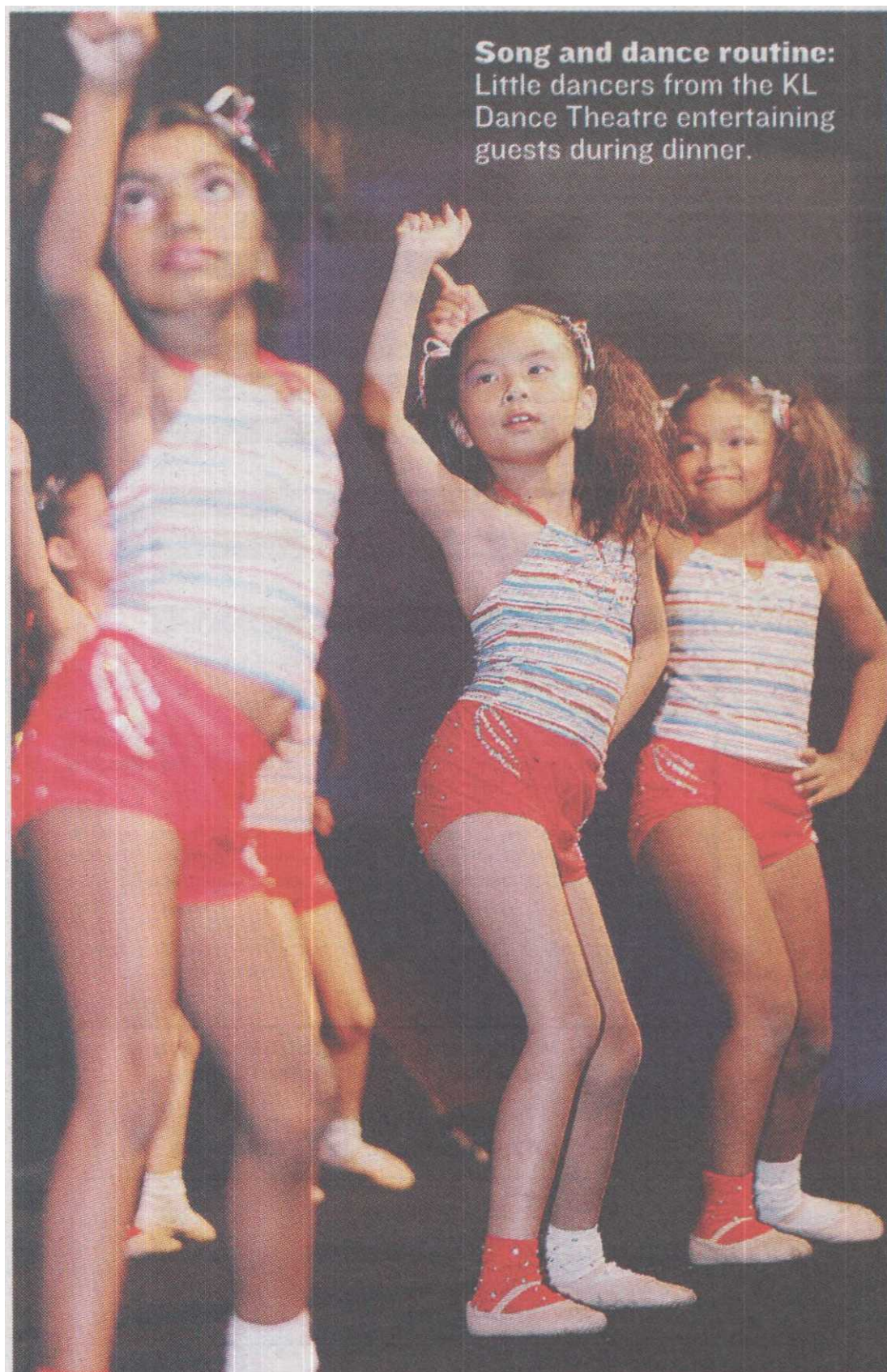
He added that there were plans to introduce McCafé in Malaysia soon.

At McCafé, coffee connoisseurs can look forward to enjoying authentic European-style coffee using premium 100% Arabica beans, frappes, smoothies and a range of hot and iced drinks as well as a variety of sandwiches, salads and cakes.

McDonald's opened its first restaurant in Malaysia on April 29, 1982, at Jalan Bukit Bintang in Kuala Lumpur with just over 100 employees.

Today, it has 172 restaurants throughout Malaysia with more than 8,000 local employees serving more than 4.5 million customers a month.

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Song and dance routine:
Little dancers from the KL
Dance Theatre entertaining
guests during dinner.

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One for the album:

McDonald's Greater Asia chief development officer Bob Beard (left), his wife Moira with McDonald's chief happiness officer Ronald McDonald.

