



For Immediate Release

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**MCDONALD'S TO HOST FAMILY LITERACY DAY NOV. 3,  
PHOENIX & NORTHERN ARIZONA RESTAURANTS TO GIVEAWAY  
20,000 FREE BOOKS/ICE CREAM CONES TO CHILDREN K-6<sup>TH</sup> GRADE**

**50 Arizona Public Libraries Will Provide Reading Program Information at McDonald's Restaurants**

PHOENIX, Ariz. – Oct. 29, 2012 – This Saturday, McDonald's restaurants throughout greater Phoenix and northern Arizona will host Family Literacy Day, an unprecedented event that will give away 20,000 books to encourage families to pick up a book and read together!

McDonald's restaurants will begin distributing the FREE Scholastic books for kindergarten through 6<sup>th</sup> grade children and treating them to ice cream cones beginning at 1 p.m. on Nov. 3rd. A total of 20,000 books will be given away to children at McDonald's restaurants in Maricopa, La Paz, Mohave, Yavapai, Coconino, Gila, Navajo, Apache, Graham, and Pinal counties. The FREE book offer excludes Walmart and mall McDonald's restaurant locations.

In addition, 50 plus Arizona public libraries will provide information on reading programs, books, computers and other resources at McDonald's restaurant locations. Visit McDonald's Facebook page at <http://community.mcdonalds.com/phoenix> for McDonald's locations hosting Arizona public libraries.

"November 1 is National Family Literacy Day, and events are held throughout the month to recognize the important role that family support plays in reading," said Holly Henley, Director of the Arizona Center for the Book at the Arizona State Library, Archives and Public Records, a division of the Secretary of State. "Children who are read to daily from birth will enter school better prepared to learn to read and succeed. We encourage families to visit their local library and explore the many books, programs, and other literacy resources available for all ages at no cost."

"McDonald's Family Literacy Day is certain to be the largest event of its kind in Arizona and we're excited to provide free books and library resources to thousands of Arizona families," said Travis

Heriaud, Phoenix McDonald's owner. "We believe this community outreach event will encourage families to take home a book and read together."

### **About McDonald's of Arizona**

The 277 McDonald's restaurants in the state of Arizona annually feed \$283.6 million into the Arizona economy and employ 12,770 people. Visit [facebook.com/mcdonalds](https://www.facebook.com/mcdonalds) for coupons, updates and promos in Phoenix and Northern Arizona.

### **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. 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, visit [www.mcdonalds.com](http://www.mcdonalds.com), or follow us on Twitter ([@McDonalds](https://twitter.com/McDonalds)) and ([@McCafeYourDay](https://twitter.com/McCafeYourDay)) and Facebook ([Facebook.com/McDonalds](https://www.facebook.com/McDonalds)) for updates on our business, promotions and products.

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