



McDonald's Kidathon 2025: 6,000 Participants Raise Funds for Sick Children
A Record-Breaking HK\$14 Million Raised in 2024
Ronald McDonald House Ambassador Keung To To host the Opening Ceremony for the Third Consecutive Year



[March 29, 2025 - Hong Kong] - McDonald's Hong Kong's annual charity event, **the 16th "McDonald's Kidathon,"** took place today at the Happy Valley Racecourse, attracting up to 6,000 participants who gathered to spread love and joy while raising funds for the Ronald McDonald House Charities Hong Kong (RMHC Hong Kong). Coinciding with the 50th anniversary of McDonald's Hong Kong, this year's event held special commemorative significance and serves as a testament to McDonald's Hong Kong's commitment to the community over the past five decades. It was also announced that McDonald's Hong Kong raised over HK\$14 million for RMHC Hong Kong in 2024, marking the highest donation amount ever raised to date.

The event was officiated by Ms. Randy Lai, CEO of McDonald's Hong Kong; Ms. Grace Fung Oei, RMHC Global Board of Trustees and RMHC Hong Kong Chairperson; Ms. Rita Chan, Director & Chief Executive Officer of Hong Kong Commercial Broadcasting Co., Ltd., Mr.



Keung To from MIRROR, Ronald McDonald House Ambassador, and four beloved McDonaldland characters — **Ronald, Grimace, Birdie and Hamburglar** — at the kick-off ceremony. The officiating guests inaugurated the event by unveiling a heart-shaped installation, with each heart symbolizing key elements of the "RMHC Hong Kong", signifying that every small act of kindness can make a significant impact on the community. Ms. Randy Lai also presented the charity donations raised in 2024 to Ms. Grace Fung Oei, providing full support for the operations of the two Ronald McDonald Houses in Sha Tin and Kwun Tong, continuing to offer a "home away from home" service for sick children and their families.

Mr. Keung To, the Ronald McDonald House Ambassador, together with the flagbearer Ronald and a team of Commercial Radio hosts including **Ah Jeng, Amber Au, Donald Tong, Elsie Lui, Eric Kot, Jan Lamb, Jessica Ho, Jim Yan, Josephine Ng, Ken Yuen, Kitty Yuen, Sammy Leung and 903 Producer German Cheung** (names are listed in alphabetical order), reunited again to show support and led the crowd to sing "Happy Birthday" song in celebration of McDonald's Hong Kong's 50th anniversary, as well as conducted warm-up exercises. After the stage ceremony, they led the corporate teams to the starting point, cheering on the runners. Following the sound of the air horn, the participants began their run, embodying the spirit of "Run for Fun, Run for Love" and bringing hope and strength to sick children and their families.

Ms. Randy Lai, CEO of McDonald's Hong Kong, stated, "This year marks the 50th anniversary of McDonald's Hong Kong. Over the past five decades, we have walked hand in hand with the community, dedicated to making a positive impact to the community through our action. As a mission partner of RMHC Hong Kong, we have consistently raised funds for the charity through various channels, including hosting our annual fundraising event 'McDonald's Kidathon', arranging donation boxes in restaurants and adding donation options to self-ordering kiosks and McDonald's app, and creating numerous marketing campaigns to support families and children facing chronic illness. Thanks to the enthusiastic support of the community, McDonald's Hong Kong has successfully raised over HK\$95 million for RMHC Hong Kong as of 2024. Next year will mark the 30th anniversary of the RMHC Hong Kong, and we hope that the community will continue to support us in helping those in need."

Ms. Grace Fung Oei, RMHC Global Board of Trustees and RMHC Hong Kong Chairperson said, "The Ronald McDonald House Charities Hong Kong was established in Hong Kong in 1996, becoming the first house in Asia. We are deeply grateful for the unwavering support from McDonald's Hong Kong over the years, which has enabled the smooth operation of our two houses and alleviated the physical and emotional burdens on families with sick children. Next year, the Ronald McDonald House Charities Hong Kong will be celebrating its 30th anniversary, and we look forward to expanding our services to support more families in need."



Mr. Keung To from MIRROR, the Ronald McDonald House Ambassador who participated in the McDonald's Kidathon for the third time, shared, "I am honored to take part in such a meaningful event for the third consecutive year! I believe in the tremendous power of children. When they support each other with action and smiles, they truly embody the spirit of 'children helping children.' I invite everyone to join me in continuing to support RMHC Hong Kong, spreading care to families with sick children and walking alongside them on their journey." To further support the operations of the houses, McDonald's and Ronald McDonald House Ambassador Keung To have once again joined forces to launch the **Big Mac Big Heart campaign: for every Big Mac or Chicken Big Mac meal sold, McDonald's will donate HK\$1 to support RMHC Hong Kong**, encouraging everyone to join hands in doing good and showing care for those in need.



Photo Captions:

1. Ms. Randy Lai, CEO of McDonald's Hong Kong (middle); Ms. Grace Fung Oei, RMHC Global Board of Trustees and RMHC Hong Kong Chairperson (second to the right); Ms. Rita Chan, Director & Chief Executive Officer of Hong Kong Commercial Broadcasting Co., Ltd. (first to the right); Ronald McDonald House Ambassador, Mr. Keung To from MIRROR (second to the left); and the beloved McDonaldland characters Ronald, Grimace, Birdie and Hamburglar inaugurated the event by unveiling a heart-shaped installation, with each heart symbolizing key elements of the "RMHC Hong Kong," signifying that every small act of kindness can make a significant impact on the community.



2. Mr. Keung To from MIRROR, serving as the Ronald McDonald House Ambassador for the



third consecutive year, attended the "McDonald's Kidathon," along with Ronald & Friends, and a team of popular Commercial Radio hosts. Together, they showed their support by leading the crowd in singing "Happy Birthday" to celebrate McDonald's Hong Kong 50th anniversary, and conducting a warm-up exercise.



3. Ms. Randy Lai, Ms Grace Fung Oei, Keung To@MIRROR, Ms. Rita Chan, the team of Commercial Radio hosts and Ronald led the corporate teams to the starting point and kicked off the run. Keung To showed his enthusiasm and cheerful spirit by taking selfies with the runners.





4. 6,000 participants from across the city joined the McDonald's Kidathon 2025, showing their support for the sick children and their families, and the operation of 'Ronald McDonald House Hong Kong' in Sha Tin and Kwun Tong.



5. To celebrate McDonald's Hong Kong 50th anniversary, the event featured various special installations, including the iconic Ronald McDonald bench, allowing everyone to take photos with Ronald; and the intimate interaction between McDonaldland characters and participants, occurring for the first time, also drew a huge crowd, with many taking photos and expressing gratitude for everyone's kindness.





6. Corporate teams actively participated in the McDonald's Kidathon 2025 Corporate Charity Run, raising more funds for the 'Ronald McDonald House Charities Fund'

