



**i'm lovin' it<sup>®</sup>**

**Ronald McDonald House Charities<sup>®</sup> of Eastern Wisconsin  
Scholarship Program**

Dear School Counselor/Administrator,

Every year, McDonald's<sup>®</sup> Restaurants of Eastern Wisconsin partner with Ronald McDonald House Charities (RMHC) of Eastern Wisconsin to give a total of \$60,000 in scholarships to 30 area high school seniors. Students will be awarded scholarships through one of the following awards:

- RMHC<sup>®</sup>/HACER<sup>®</sup>
- RMHC<sup>®</sup>/African American Future Achievers
- RMHC<sup>®</sup>/ASIA
- RMHC<sup>®</sup>/Scholars

Students can go to [www.rmhc.org](http://www.rmhc.org) and apply for the scholarship online. Applications can be submitted from **Tuesday, October 1, 2013** until **Tuesday, January 21, 2014**. Once applications are reviewed, winners will be notified and invited to a luncheon hosted by McDonald's owner operators of southeastern Wisconsin and local elected officials.

Enclosed in this envelope is a poster detailing this opportunity, which is open to all high school seniors in southeastern Wisconsin. We ask that you hang the poster in your school and inform any eligible students about this opportunity. You'll also notice a McDonald's Packers Backers key tag as a token of our appreciation for your help in spreading the word about this opportunity. These can be used the day after any Green Bay Packers victory for discounts on McDonald's menu items and for Packers Pro Shop merchandise at Lambeau Field!

If you have any questions or concerns please contact me at 414-270-7234 or [mpeppers@laughlin.com](mailto:mpeppers@laughlin.com).

On behalf of McDonald's of Southeastern Wisconsin,

Michael Peppers