

FOR IMMEDIATE RELEASE

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Ford to Donate \$25,000 to Ronald McDonald House Charities®

Las Vegas, May 4, 2004 – Local McDonald’s restaurants and Southern Nevada Ford stores have teamed up to raise funds for Ronald McDonald House Charities® (RMHC) of Greater Las Vegas. Ford will present a check in the amount of \$25,000 to RMHC and the keys to a 2005 Ford Escape will be awarded to one lucky winner during a press conference at the Ronald McDonald House today at 4:00 PM.

“This donation will help us continue to serve families in need,” said Jo Ann Malone, Executive Director of RMHC, Las Vegas. “We’re thankful for Ford’s generous donation and McDonald’s continuous support of RMHC.”

Tray liners featuring the all-new 2005 Ford Escape were displayed in McDonald’s restaurants from February 13th to March 13th, and customers had a chance to win the new car by filling out an entry form and returning it to one of the four Southern Nevada Ford locations; Gaudin Ford, Ford Country, Team Ford or Friendly Ford.

“The Southern Nevada Ford Stores are proud to be helping such a wonderful organization like Ronald McDonald House Charities,” said Bill Cambridge, Chairman of the Southern Nevada Ford Stores. “This promotion was a great opportunity to give back to our community.”

Ronald McDonald House Charities® of Greater Las Vegas is a non-profit, 501 (c) (3) organization that provides temporary housing for families who travel to Las Vegas to receive medical treatment for their children, and also supports programs that directly benefit children and families in the Las Vegas area.

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