



McDonald's World Children's Day – Duchess of York

Challenge

McDonald's created World Children's Day to promote its own beneficiary – the Ronald McDonald Houses. Each year a celebrity ambassador was selected to visit the children and families of the Ronald McDonald Houses. More than 100 countries participated in World Children's Day. The celebrity ambassador could not visit all of the Ronald McDonald Houses. Therefore, McDonald's pr agencies had to submit award winning-proposal to get the celebrity ambassador to visit their city. Only five U.S. cities were selected each year. Avance was selected for five-consecutive years. Over the five years, celebrity ambassadors/events that Avance managed included: Venus and Serena Williams; Destiny's Child; Sarah Ferguson, the Duchess of York; Ne-Yo & Hayden Panettiere; and Gabrielle Union.

Solution

For the Duchess of York event, Avance created two tea parties that included participation from McDonald's national corporate officials and those with the Ronald McDonald House. A Who's Who of local and state officials, business and community leaders, and society mavens comprised the list of those attending both the children and adult tea parties. Avance managed every aspect of event planning and implementation including developing guest lists, catering, pre-and post-media relations, promotions, logistics, handling dignitaries, working with The Duchess' team to manage her movement and time. Funds raised during The Duchess' visit for the Southeast Michigan McDonald's Owner Operators Association allowed Ronald McDonald House Charities to have a direct and immediate impact on the lives of children and their families at Detroit Children's Hospital and the Detroit Ronald McDonald House.

