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Buy a Big Mac Today, and All the Proceeds Go to My Brother's Workshop

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McDonald's is inviting the U.S. Virgin Islands community to join it in its annual fundraiser, "Great Day" today to help raise funds for local non-profit organization, My Brother's Workshop.

As part of McDonald's commitment to social responsibility, all proceeds generated from Big Mac® sales in the USVI on the day of the fundraiser will be donated to MBW so they can keep offering mentoring, counseling, paid job training, education, and job placement for at-risk and high-risk youth, McDonald's said.

"We're very proud to again support My Brother's Workshop and contribute to their efforts to expand their community programs and a new St. Thomas campus" said Marisol Vega Couto, managing director at Arcos Dorados Puerto Rico and USVI. "As always, we strive to foster a safe

environment and encourage customers to participate in this year's festivities at their nearest restaurant. Importantly, every dollar spent on a Big Mac® will help organizations like My Brother's Workshop and allow them to continue to fund the life changing programs they offer", she added.

"My Brother's Workshop is grateful to McDonald's and their many island-wide customers for supporting us with their Great Day fundraiser for the ninth consecutive year", said Jenny Hawkes, executive director of My Brother's Workshop. "Thanks to partnerships like McDonald's and our USVI community, we are getting closer to our financial goal for building the new campus and increasing programs for the community."

My Brother's Workshop is a nonprofit organization supporting young people between the ages of 16 and 24 who are considered at-risk. MBW programs, started in 2007, provide mentoring, counseling, education, job training and job placement through individualized vocational programs focused on professional fields in construction, carpentry, woodworking, plumbing, electrical, masonry, marine, engineering, technology and more.

Since MBW introduced its alternative high school program 2017, 1,446 trainees have participated with 52 trainees having graduated with accredited high school diplomas to date and approximately 80% of participants securing jobs or going back to school once they have completed the program.

On Great Day, the community can contribute to MBW by visiting McDonald's restaurants and purchasing a Big Mac® on Thursday, December 2. For more information on Great Day, visit your favorite McDonald's restaurant in the USVI or follow McDonald's USVI on Facebook.