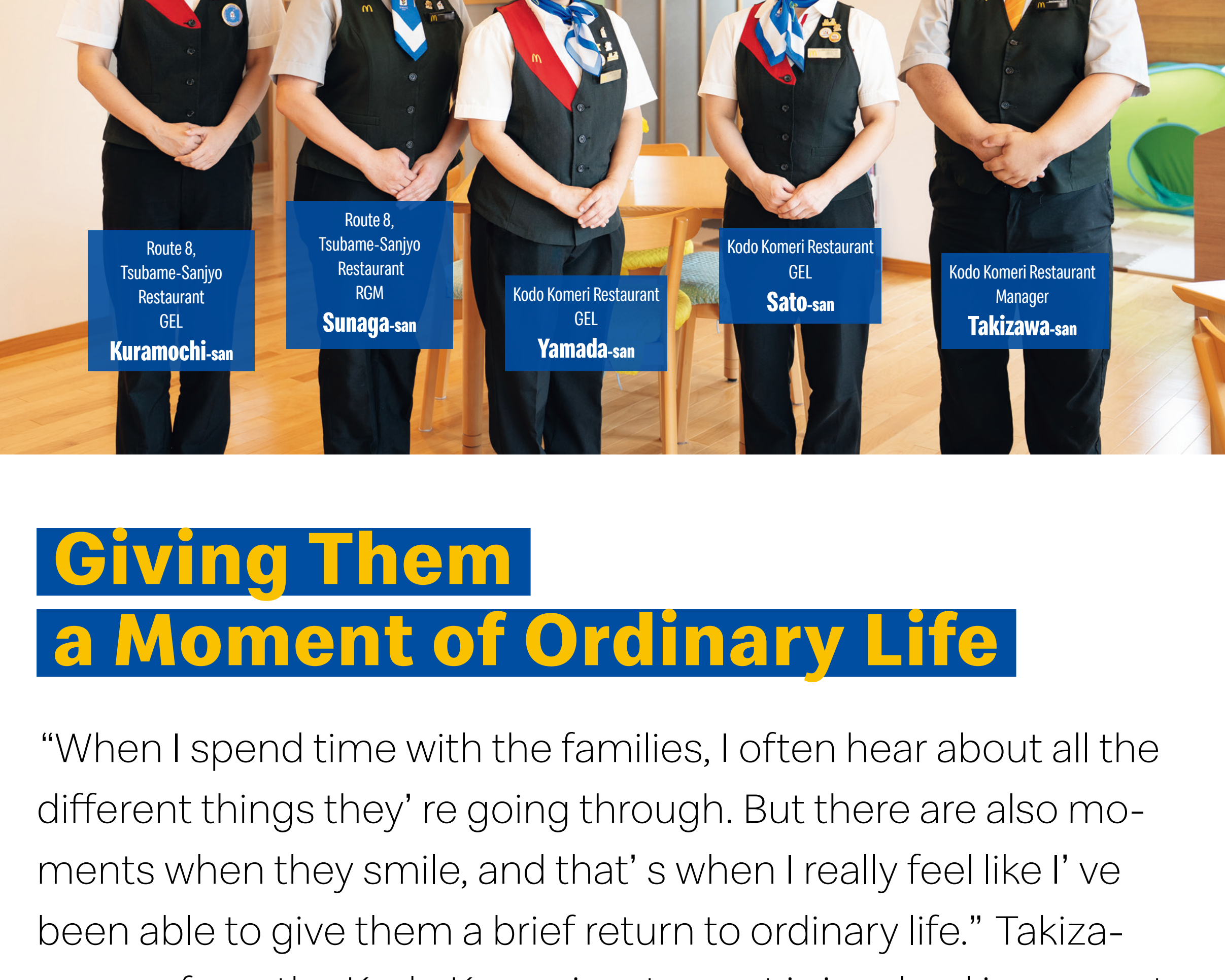


All Because of the Smiles of the Families, Crew, and Customers

Restaurants Supporting the House

Kodo Komeri/Route 8, Tsubame-Sanjiyo Restaurants



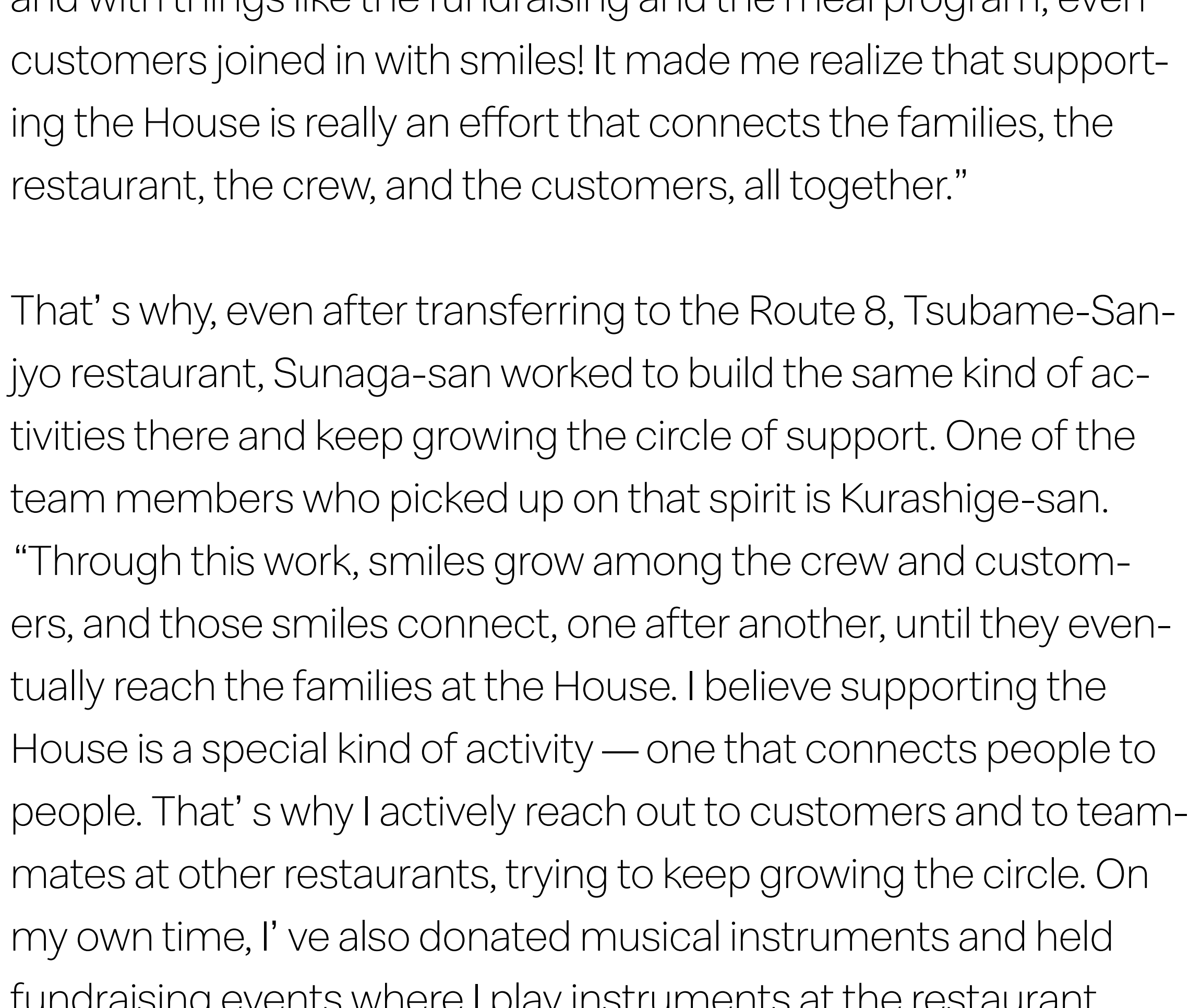
Giving Them a Moment of Ordinary Life

“When I spend time with the families, I often hear about all the different things they’re going through. But there are also moments when they smile, and that’s when I really feel like I’ve been able to give them a brief return to ordinary life.” Takizawa-san from the Kodo Komeri restaurant is involved in supporting the House with a wish to stand by children facing illness and their families.

Beyond the ongoing fundraising activities at their restaurants, the Kodo Komeri and Route 8, Tsubame-Sanjiyo restaurants also visit Niigata House regularly, offering direct support such as a meal program that provides free meals to families staying there, as well as birthday parties. Through this work, new connections have grown — not only with the families, but among the crew and customers as well.

The Joy of Giving, the Spark of Individuality

Niigata House was established in 2022. “Now that Niigata finally has its own House, I want to help support it, too” — that shared feeling among crew members and the RGM is what sparked the activities at the Kodo Komeri restaurant. Yamada-san, who has been involved since the very beginning, describes what makes it so meaningful: “The meal program started as a way to give families staying at the House a moment to relax through home-cooked meals. We really put thought into recipes that would make people happy, and hearing their grateful reactions gives us energy in return. The crew at our restaurant have gotten involved so enthusiastically, and I can really feel this growing sense of togetherness around supporting the House.” Sato-san, who has also been part of the activities for many years, shares her own personal connection to the work: “I worked on the in-store design and decorations to help raise customers’ awareness of the House. I still remember receiving both donations and kind words of recognition for what I’d created. Through things like cooking and design, everyone gets to make use of what they’re good at, and it’s also a chance to discover sides of your teammates you don’t usually get to see.” What began as an effort for the families has also become an opportunity for each crew member to express their individuality and discover more of who they are, together. And so, the circle of support for the House has continued to grow.



The restaurant runs ongoing fundraising activities and in-store decorations to help customers learn about and support the House.

The Circle Widens — to Customers and the Community

One person who was moved after seeing these activities at the Kodo Komeri restaurant was Sunaga-san, who now serves as RGM at the Route 8, Tsubame-Sanjiyo restaurant. “Learning about all these different activities, I was amazed at just how much could be done. But most of all, the crew looked so happy taking part, and with things like the fundraising and the meal program, even customers joined in with smiles! It made me realize that supporting the House is really an effort that connects the families, the restaurant, the crew, and the customers, all together.”

That’s why, even after transferring to the Route 8, Tsubame-Sanjiyo restaurant, Sunaga-san worked to build the same kind of activities there and keep growing the circle of support. One of the team members who picked up on that spirit is Kurashige-san. “Through this work, smiles grow among the crew and customers, and those smiles connect, one after another, until they eventually reach the families at the House. I believe supporting the House is a special kind of activity — one that connects people to people. That’s why I actively reach out to customers and to teammates at other restaurants, trying to keep growing the circle. On my own time, I’ve also donated musical instruments and held fundraising events where I play instruments at the restaurant. Seeing children get absorbed in playing an instrument, or seeing customers come to understand and support the House, truly makes me feel it’s all been worth it.”

Wanting to bring even a little peace to the families’ time — that’s what draws in the crew and customers to join the effort, and before they know it, they find themselves smiling, too. The circle of support, and the connections it creates, will keep on growing.



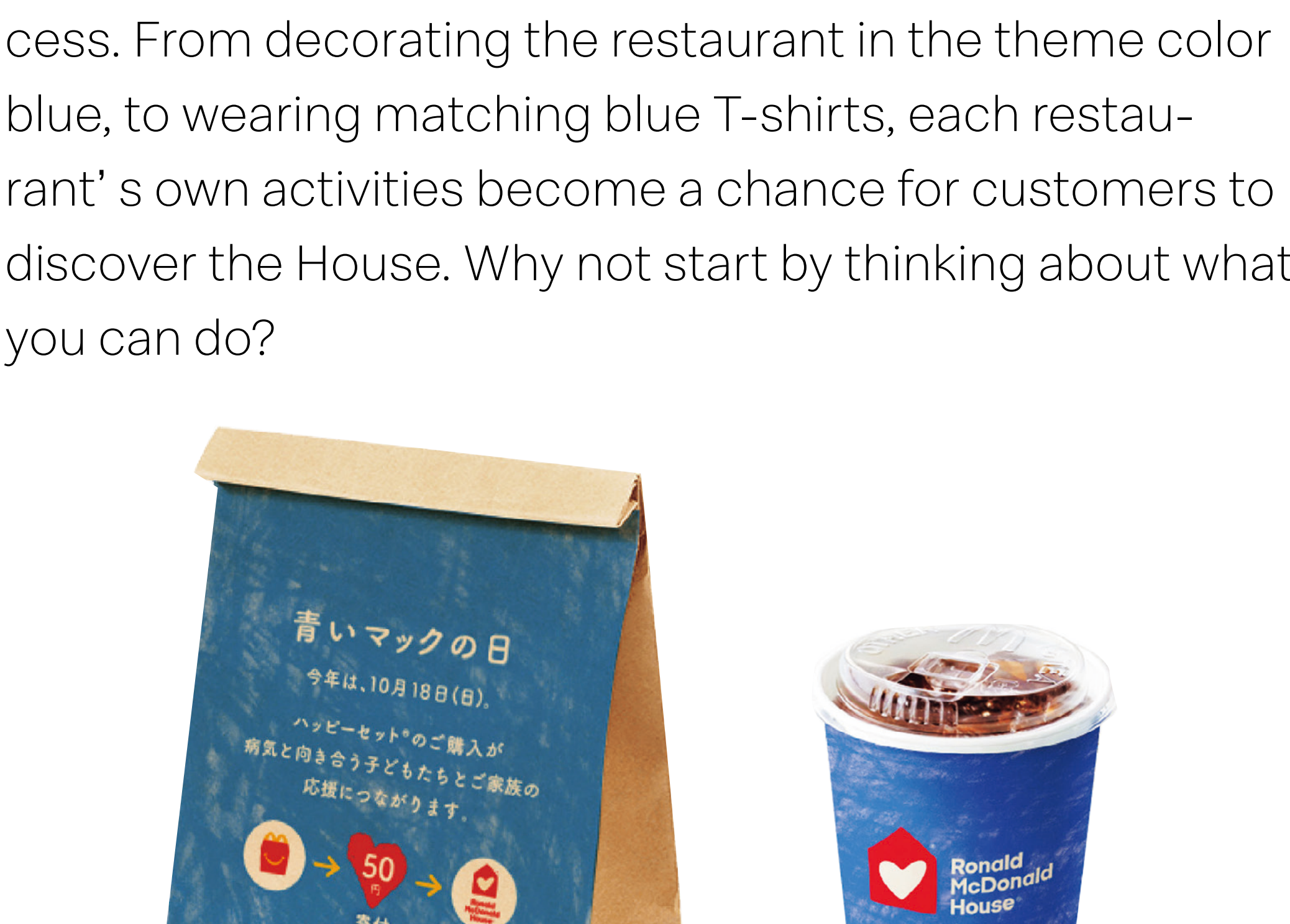
Voices from the crew — “I’m so glad I took part,” “It was fun” — echo alongside voices from the families — “Thank you,” “That made me so happy” — and together, they keep the activities growing



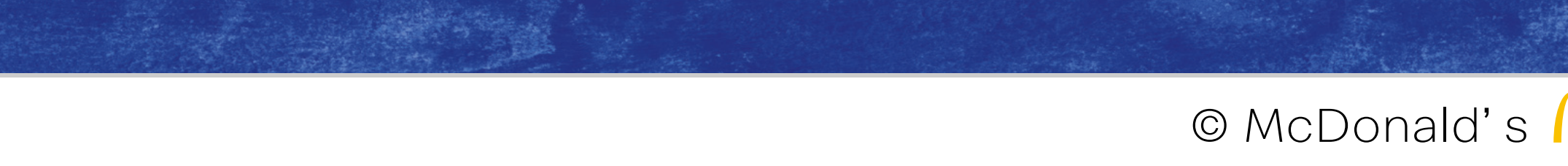
A handmade kalimba by Kurashige-san, donated to the House

Niigata House

Opened in 2022, Niigata House became the 12th House in Japan and the first on the Sea of Japan coast. It stands beside Niigata University Medical & Dental Hospital, one of the most advanced medical centers in the prefecture, welcoming children facing illness and their families from distant towns and even other prefectures. The House is designed to feel bright and warm, built with wood sourced from Niigata Prefecture in its walls and pillars, and structured to let in plenty of natural sunlight.



Let’s Get Everyone Excited Again for Blue Mac Day in 2026!



Blue Mac Day is a charity campaign day held at McDonald’s restaurants around the world, born from a wish to help more people learn about the work of Ronald McDonald House and to grow the circle of support around it. It’s been held in Japan since 2017, and in 2025, thanks to everyone’s warm support and cooperation, we raised ¥121,480,660* in donations. Thank you so much.

This year marks the 10th anniversary of Blue Mac Day, and it will be held on Sunday, October 18!

*This total includes donations made by McDonald’s Company (Japan), Ltd. and McDonald’s Japan franchisees based on Happy Meal sales, as well as the total amount of donations received from customers during the campaign period (October 1–31, 2025). It also includes donations made at restaurants, through Mobile Order & Pay, via PayPay, through the purchase of donation-included Value Set® or donation-included XG Set meals, through Yahoo! Net donations, and other donations given directly in support of Ronald McDonald House.

Let’s Paint the Town Blue Again This Year!

To help even more customers learn about the work of Ronald McDonald House, it’s important for every restaurant to come together and make Blue Mac Day a success. From decorating the restaurant in the theme color blue, to wearing matching blue T-shirts, each restaurant’s own activities become a chance for customers to discover the House. Why not start by thinking about what you can do?

Take-out bags, drink cups, and other Blue Mac Day items are set to return again this year!