

YMCA Northumberland Named McHappy Day Partner

COBOURG, ON - YMCA Northumberland is proud to announce that it has been selected by Lisa Wilson, owner/operator of McDonald's® Cobourg and Port Hope and Joe Nardi owner/operator of McDonald's® Brighton and Campbellford as their local charity for McHappy Day® 2026 in Northumberland County. This McHappy Day, which occurs on Wednesday, May 6, a portion of the proceeds from every menu item sold at participating McDonald's locations in Port Hope, Cobourg, Brighton, and Campbellford will support Ronald McDonald House Charities and support important YMCA Northumberland projects and programs that serve local children and families.

Annually, McHappy Day is one of Canada's largest community fundraising events, bringing together local businesses, volunteers, and residents to create meaningful impact for families. This year's partnership will directly support YMCA Northumberland's efforts to provide safe, inclusive, and engaging spaces where children and youth can thrive.

"McHappy Day is a powerful example of what happens when community partners come together for kids," said Eunice Kirkpatrick, President and CEO, YMCA Northumberland. "Support from our local McDonald's restaurants will help us expand opportunities for children and youth to build confidence, develop skills, foster friendships, and feel a true sense of belonging right here in Northumberland County."

Funds raised throughout the day will help several exciting local YMCA Northumberland initiatives.

In Cobourg, proceeds from the Port Hope and Cobourg McDonald's locations will support the development of a large outdoor climbing tower at the Cobourg YMCA, creating a vibrant centrepiece for day camps, school groups, and dynamic child and youth programming where kids and teens can challenge themselves, build resilience, make connections and ignite potential for years to come.

Proceeds from the Brighton and Campbellford McDonald's locations will enhance camp programming, including providing Brighton kids with a roster of enriching day trips and new activities. In Campbellford, funds will support a new welcoming outdoor pavilion to serve as a creative hub and shelter throughout the season.

"Every food sale and every smile shared on McHappy Day will help kids in Northumberland," said Zoey Read, Manager of Philanthropy, YMCA Northumberland. "Whether you volunteer your time, make a donation, or simply order a meal, you are helping build brighter futures for local children and families."

Community members are encouraged to take part in McHappy Day by visiting any participating McDonald's location on May 6. For further details on the day, please visit ymcanrt.org/mchappy-day.

Together with McDonald's, Ronald McDonald House Charities, and our dedicated community, YMCA Northumberland continues to invest in opportunities that help every child learn, grow, belong and shine.

For more information, please contact:

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ABOUT YMCA NORTHUMBERLAND

As a charity, YMCA Northumberland provides vital community services that have a positive impact on pressing social issues—from chronic disease to unemployment, social isolation, poverty, inequality and more. The Strong Community Campaign helps countless children, teens, adults, and seniors in the community to shine. YMCA Canada is one of the longest standing and largest charities nationally, with a presence in Canada since 1851 and now serving more than 2.1 million people annually across 1,700 program locations.