



Dillard's Offers Exclusive *Southern Living Christmas Cookbook* to Benefit Ronald McDonald House Charities

(LITTLE ROCK, AR, September 20, 2011) Dillard's is pleased to further its commitment to Ronald McDonald House Charities® (RMHC®) with their 18th annual Holiday fundraiser. Since 1994, Dillard's has supported RMHC with a fundraiser benefiting its Ronald McDonald House® program which provides families with seriously ill children a home away from home while their children are receiving treatment at nearby hospitals.

For the fourth time, Dillard's is offering a special custom edition of the *Southern Living Christmas Cookbook* to benefit RMHC. This exclusive, 288-page hardbound cookbook is filled with fabulous holiday recipes, color photos, menus, decorating tips and entertaining ideas. This "must have" cookbook is available for only \$10.

The cookbooks are available now in all Dillard's stores nationwide, as well as online at www.dillards.com. Proceeds from the sale of the cookbooks will benefit local Ronald McDonald Houses operated by RMHC Chapters in Dillard's markets.

"The families that RMHC supports derive strength from each other, volunteers, staff, corporate donors like Dillard's, as well as from Dillard's customers," said Marty Coyne, president and CEO, Ronald McDonald House Charities. "On behalf of the children and families we serve every day through RMHC core programs, I thank Dillard's for this generous contribution."

Now in its 18th year of support, Dillard's has raised more than \$7.6 million to benefit RMHC. "Our continued relationship with RMHC gives all of us at Dillard's an enormous sense of pride. We look forward to another successful fundraiser this year and are honored to support the Ronald McDonald Houses in our communities," said Denise Mahaffy, vice president of Dillard's.

About Ronald McDonald House Charities

Ronald McDonald House Charities (RMHC), a non-profit, 501 (c) (3) corporation, creates, finds and supports programs that directly improve the health and well being of children. Through its global network of local Chapters in 54 countries and regions, its three core programs, the Ronald McDonald House®, Ronald McDonald Family Room® and Ronald McDonald Care Mobile®, and millions of dollars in grants to support children's programs worldwide, RMHC provides stability and resources to families so they can get and keep their children healthy and happy. All RMHC-supported programs provide a bridge to quality health care and give children and families the time they need together to heal faster and cope better. For more information about RMHC, visit www.rmhc.org, follow RMHC on Twitter ([@RMHC](https://twitter.com/RMHC)), or like RMHC on Facebook ([Facebook.com/RMHC Global](https://www.facebook.com/RMHC.Global)).

About Dillard's

Dillard's, Inc. ranks among the nation's largest fashion apparel, cosmetics and home furnishings retailers with annual revenues exceeding \$6.2 billion. The Company focuses on delivering maximum fashion and value to its shoppers by offering compelling selections complemented by exceptional customer care. Dillard's stores offer a broad selection of merchandise and feature products from both national and exclusive brand sources. The Company operates 291 Dillard's locations and 14 clearance centers spanning 29 states plus an Internet store at www.dillards.com. For more information, visit www.dillards.com.

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