



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

LITTLE ROCK, AR, November 24, 2010 -- With the approach of the holiday season, Dillard's is pleased to further its commitment to Ronald McDonald House Charities (RMHC®) with their 17th 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 third 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](http://www.dillards.com). Profits from the sale of the cookbooks will benefit local houses operated by Ronald McDonald House Charities® in Dillard's markets.

Now in its 17th year of support, Dillard's has raised more than \$5.9 million to benefit RMHC®. This year, Dillard's is on pace to exceed its 2009 record donation of \$1.4 million.

"Our continued partnership with Ronald McDonald House Charities 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 Advertising for 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 52 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, visit [www.rmhc.org](http://www.rmhc.org), follow us on Twitter (@RMHC), or like us on Facebook (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 296 Dillard's locations and 14 clearance centers spanning 29 states, all with one nameplate - Dillard's.

For more information, visit [www.dillards.com](http://www.dillards.com) or call 1-800-345-5273.

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