



2013 McDonald's Inspiration Celebration Gospel Tour Fact Sheet

- McDonald's® Inspiration Celebration® Gospel Tour wrapped its seventh year of bringing service, encouragement and entertainment to communities nationwide via a free concert series.
- Hosted by award-winning gospel artist [Vickie Winans](#), McDonald's Inspiration Celebration Gospel Tour is the largest of its kind. From hip-hop gospel music with [Lecrae](#) to contemporary gospel with [Smokie Norful](#) and [Tamela Mann](#) to traditional gospel with [John P. Kee](#), the 2013 concert series was unlike previous tours, as it brought together varying segments of the genre to one stage to connect with fans nationwide.
- For the fourth consecutive year, McDonald's Inspiration Celebration Gospel Tour highlighted its support of [Ronald McDonald House Charities®](#) (RMHC®) by featuring a video dedication and a love offering to benefit and support families served by the Charity.
- Through concertgoers' generous support, the tour raised more than \$83,000 this year – the most the tour has ever garnered – to support local RMHC Chapters and the Charity's important mission of helping improve the health and well being of children and families.
- Beginning May 9, the gospel concert series was hosted in churches, popular festivals, conferences and convention centers in Washington, D.C., Philadelphia, Newark, Birmingham, Atlanta, Detroit, Chicago, Louisville and Dallas.
- Concerts were free to the public, with the exception of the nationally-acclaimed McDonald's Gospelfest in Newark, New Jersey.
- Through this series of gospel concerts, [McDonald's](#) celebrates the rich, musical heritage of the African-American community by delivering an inspirational evening of music to local communities.
- McDonald's recognizes the importance of giving back and aspires to be good in ways that are relevant to the diverse communities it serves, both in restaurants and in the community.
- McDonald's Inspiration Celebration Gospel Tour is just one of the ways the brand displays its commitment to being ["deeply rooted in the community®"](#) 365 days a year.