

# Golden Opportunity

Yanks show support for McDonald's scholarship program

By Nathan Maciborski

**W**hen Roberto Madan emigrated from Cuba a half century ago, his goal was to give his family a better life.

Madan accomplished that mission and has since turned to giving other families the same opportunity.

A successful McDonald's owner/operator since the late 1970s, Madan established the Ronald McDonald House Charities/Hispanic American Commitment to Educational Resources (RMHC/HACER) Scholarship program. Now in its 22nd year of providing financial aid to Latino high school seniors in the New York tri-state area, the scholarship program has transitioned from awarding one-year scholarships to providing financial support throughout all four years of the recipients' postsecondary education.

"For the past 22 years, we have pooled our resources to ensure that we help pave the future of our Latino youth," Madan said. "Now we will go further, and today's economy has given us the certainty of the need to change our award methodology, supporting our winners with financial assistance throughout all four years of their education to ensure that they will achieve their goals of becoming educated Latino professionals."

The 2009 recipients were saluted at a special awards ceremony at Yankee Stadium on June 22. The luncheon was emceed by Univision news reporter Sandra O'Neill and included a musical performance from contemporary Latin rockers Taxi Amarillo.

"It was a pleasure for the Yankees to work with our partners at McDonald's in order to have this event in Yankee Stadium," said Yankees director of Latino affairs Manuel García. "Scholarship programs such as these are much needed in our community, and we were more than happy to open the doors of our new home to such a wonderful cause."

The scholarship program awards \$300,000 annually to local Hispanic high school seniors who plan to enroll in a two-year or four-year accredited college, university or vocational/technical school upon graduation. Students must have at least one parent of Hispanic heritage, be a legal U.S. resident, be younger than 21 years old and reside in New York, New Jersey or Connecticut. Applications for 2010 scholarships will be available this November at participating high schools or online at [www.rmhc.org](http://www.rmhc.org). ❧



RECIPIENTS OF THE RONALD McDONALD HOUSE CHARITIES/HISPANIC AMERICAN COMMITMENT TO EDUCATIONAL RESOURCES SCHOLARSHIPS, ACCOMPANIED BY [L TO R] GERRY MCCOY, BOARD PRESIDENT OF RMHC OF THE NEW YORK TRI-STATE AREA AND McDONALD'S OWNER/OPERATOR; RONALD McDONALD; ANA MARIA MADAN AND ROBERTO MADAN, HACER SCHOLARSHIP CHAIRS AND McDONALD'S OWNERS/OPERATORS.