

Breakfast in pyjamas, supporting the homeless

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The “breakfast in pyjamas”, which was conceived by McDonald’s, has also become an event to show solidarity with the homeless. The idea is of a group of young people (mainly university students) from **Gallarate and Busto Arsizio**, who, in the course of a few days, worked out how to organise a **collection to help people who are homeless**; this they did in collaboration with a recognised association.

“It all came about after an advertisement by McDonald’s,” explained **Noemi Magugliani**, a student from Busto, who promoted the event together with her friend, **Diana Tregnago**. “This morning, McDonald’s was giving away breakfasts and breakfast cards, which can be used until 17 April, to anyone who came to their restaurant wearing pyjamas. We took advantage of this idea to collect the cards for homeless people.” (see photo: in Gallarate)

The initiative took just a few days to organise, and was quite simple; the young people collected the cards and gave them to a recognised association, the City Angels in Milan, who are going to distribute them among people that their network assists, who need help in order to eat.

The proposal to show solidarity did not stop at Busto and Gallarate, but thanks to other student friends, also reached Milan and Bergamo. “There were 35 young people directly involved,” Noemi explained, “and about a dozen McDonald’s restaurants were visited.”

Did you miss the initiative? The group of students are still collecting the cards to send to the City

Angels. You can contact them, by emailing to noemi.magugliani@ymail.com, or using other contacts that can be found on the event's Facebook page, Colazione solidale @ McDonald's.

di [Roberto Morandi](#) traduzione [Prof. Rolf Cook](#)