



Media alert
21 November 2016

200,000 Little Kiwi books for little Kiwis Macca's top 1 million books with new Happy Meal trial

The popular Little Kiwi books are on the menu at Macca's as part of a nationwide Happy Meal trial. For a limited time, Kiwi parents can choose between the ever popular Happy Meal toy or one of two children's books.

Little Kiwi Flies to the Rescue and *Little Kiwi is Scared of the Dark* are part of the best-selling Little Kiwi series by New Zealand author and illustrator Bob Darroch.

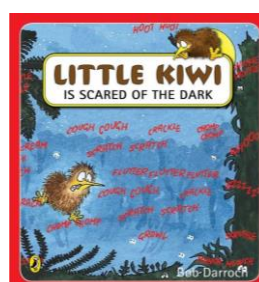
McDonald's has more than 200,000 Little Kiwi books available nationwide, contributing to more than 1 million books distributed by restaurants in the last two years.

Jo Mitchell, McDonald's Director of Marketing, says the Little Kiwi book trial is a natural extension of Macca's annual book promotion and is part of the ongoing evolution of the Happy Meal.

"We want to offer customers value and choice and use our scale as New Zealand's largest group of family restaurants to have a positive impact on Kiwi families. The response to previous books has been popular and parents tell us they like the option of a book.

"The Happy Meal continues to evolve with the changing needs of families," adds Mitchell. "Earlier this year we gave away 100,000 apples, and tested some new drinks and sides. We'll continue to listen and try new things out."

Assuming the trial is successful, McDonald's could add books as a permanent option alongside toys in Happy Meals.



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Notes to editor:

- The trial is in participating restaurants nationwide from 20th October-28th December, while stocks last

- 10c from every Happy Meal is donated to the Ronald McDonald House Charity, raising \$750,000 for the charity a year.

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About McDonald's New Zealand

New Zealand's first McDonald's restaurant opened in Porirua in 1976. Today there are 166 McDonald's restaurants across New Zealand, 80 per cent of which are owned and operated by local business men and women. The organisation employs over 9,000 people in restaurants nationwide, and is one of New Zealand's largest employers of youth. McDonald's was awarded 'retail employer of the year' in 2011 by Retailworld. In 2014 McDonald's spent around \$183 million with local suppliers, while New Zealand producers exported over \$312 million of food to other McDonald's markets. McDonald's is the primary supporter of Ronald McDonald House Charities in New Zealand, which provides accommodation for the families of seriously ill children and other services including mobile dental care units. For more information visit www.mcdonalds.co.nz Check out McDonald's New Zealand on Facebook www.facebook.co.nz/mcdonaldsnz or Twitter @Maccasnz