

MEDIA RELEASE
23 January 2019



Would you like a Big Friendly Giant with that? **Roald Dahl titles to take McDonald's Happy Meal Readers past 3 mill books**

For six weeks from tomorrow, nearly 800,000 Roald Dahl books will be included with Happy Meals in New Zealand. Created especially for the Happy Meal Readers programme, the six titles include Roald Dahl's *Fantabulous BFG*, *Lucky Charlie Bucket*, *Brave Little Sophie*, *Wonderful Willy Wonka*, *Marvellous Miss Honey* and *Matilda*.

Featuring story extracts from the original Dahl titles, each book includes a selection of stickers and activities, complete with iconic illustrations by Quentin Blake.

The collaboration is part of McDonald's global Happy Meal Readers programme, which seeks to inspire a lifelong passion for reading. Over the last decade McDonald's New Zealand has offered a number of ranges of books in place of toys, and in 2017 books were permanently added as an option in place of a toy. Including the Roald Dahl range, Macca's will have provided more than 3 million books in New Zealand and close to 450 million books globally.

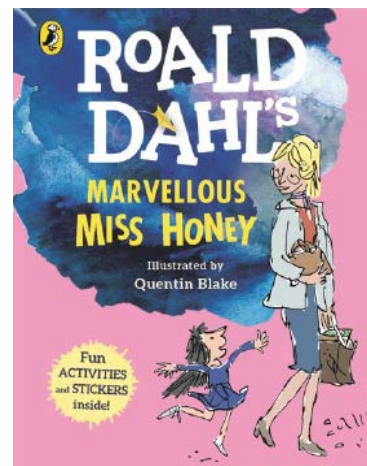
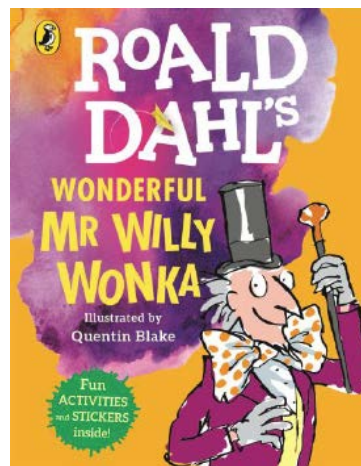
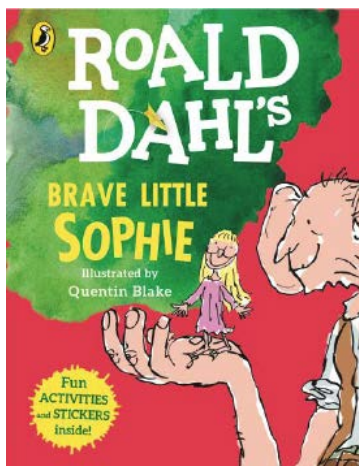
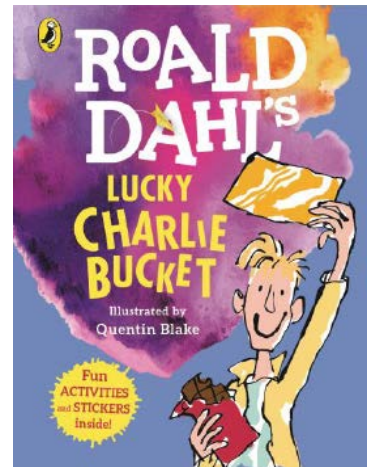
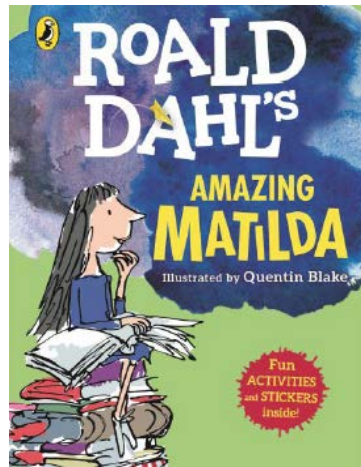
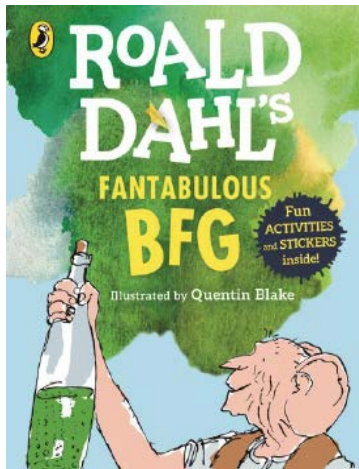
"The Happy Meal Readers programme is all about helping parents to get their children to enjoy reading," explains Jo Mitchell, director of marketing at McDonald's New Zealand. "The Roald Dahl characters are ones that many parents will have enjoyed growing up, and it's great to play a part in introducing them to a new generation."

A recent survey* from The Progress in International Reading Literacy Study (PIRLS) found that 40% of Kiwi adults cannot read at a day-to-day functioning level. It also found that literacy in New Zealand primary school aged children has decreased significantly in the last five years.

A different Roald Dahl book will be available each week with Happy Meals, or can be purchased individually, from 24 January.

ENDS

Notes to editor:



1. 24 January to 30 January
 - o Roald Dahl's Fantabulous BFG
2. 31 January to 6 February
 - o Roald Dahl's Amazing Matilda
3. 7 February to 13 February
 - o Roald Dahl's Lucky Charlie Bucket
4. 14 February to 20 February
 - o Roald Dahl's Brave Little Sophie
5. 21 February to 27 February
 - o Roald Dahl's Wonderful Mr Willy Wonka
6. 28 February to 6 March
 - o Roald Dahl's Marvellous Miss Honey

* https://www.educationcounts.govt.nz/__data/assets/pdf_file/0007/183697/PIRLS-2016-NZs-Achievement.pdf

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About McDonald's New Zealand

New Zealand's first McDonald's restaurant opened in Porirua in 1976. Today there are over 165 McDonald's restaurants across New Zealand, 85 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. In 2017 McDonald's spent more than \$150 million with local suppliers, while New Zealand producers exported over \$200 million of food to other McDonald's markets around the world. McDonald's is the primary supporter of Ronald McDonald House Charities New Zealand, who keep families close while their children are in hospital.

For more information visit www.mcdonalds.co.nz

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