

MEDIA RELEASE
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**Would you like a book with that?
*Macca's gives option of a book or toy with Happy Meal***

Books are now a permanent option on the Happy Meal menu. Following a successful trial in 2016, McDonald's is giving Kiwi families the choice between a book or a toy with every Happy Meal sold from August 3rd.

"We've offered a set of books annually as part of our Happy Meal programme for several years now and it seemed like a natural evolution to make books a permanent option with Happy Meals," says Jo Mitchell, McDonald's Director of Marketing.

"The response to last year's trial offering the choice of a book or a toy with a Happy Meal was extremely positive. While toys remain a popular option, parents told us they liked having the choice."

According to OECD research, reading for pleasure is the single most important indicator of a child's future success. "We want to use our scale as New Zealand's largest group of family restaurants to have a positive impact on Kiwi families so we're excited to bring families together to spend time reading and learning," explains Jo.

OECD research indicates that reading books with young children is strongly related to better performance when children reach the age of 15.

"The option to choose a book with a Happy Meal encourages kids to pick up books and is a step towards improving reading engagement in Kiwi communities," Jo says.

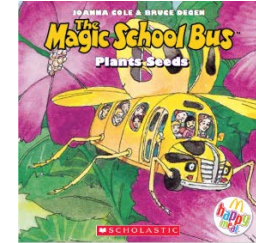
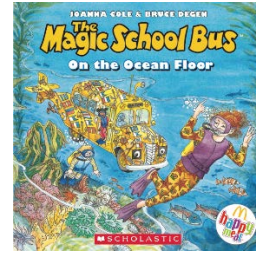
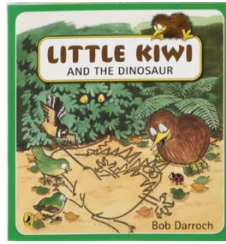
The addition of the eight books available in Happy Meals this year, brings the total number of books McDonald's has distributed over the last four years to over 2.4 million, making the company New Zealand's largest children's book distributor.

The books available will change with each Happy Meal programme to ensure a wide range of interests are catered for. The first books available are **WOW! Space** and **WOW! Human Body**.

The WOW! range will be followed by Bob Darroch's **Little Kiwi and the Dinosaur** and **Little Kiwi Looks After the Egg** and the ever popular **The Magic School Bus on the Ocean Floor** and **The Magic School Bus Plants Seeds**. For the festive season, Happy Meals will come with the choice of **A Kiwi Christmas Carol** and Kiwi kid favourite **The Kiwi Hokey Tokey**.

Along with books, customers will see some changes on the Happy Meal food menu, with the addition of yoghurt and the new McFish burger to the options available.

"We're always listening to our customers and these changes are a reflection of what they have told us. We'll continue to listen and try new things to meet the changing needs of Kiwi families," says Jo.



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Notes to editor:

Books will be permanently available as an alternative to a Happy Meal toy from August. Two book titles will be available as an option with each range of Happy Meal toys.

- 3 August to 6 September
 - Wow! Human Body
 - Wow! Space
- 7 September to 18 October
 - Little Kiwi and the Dinosaur
 - Little Kiwi looks after the egg
- 19 October to 29 November
 - The Magic School Bus on the Ocean Floor
 - The Magic School Bus Plants Seeds
- 1 December to 27 December
 - A Kiwi Christmas Carol
 - A Kiwi Hokey Tokey

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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 2016 McDonald's spent more than \$150 million with local suppliers, while New Zealand producers exported over \$247 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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