



### Over 600,000 books in place of toys in Macca's Happy Meals

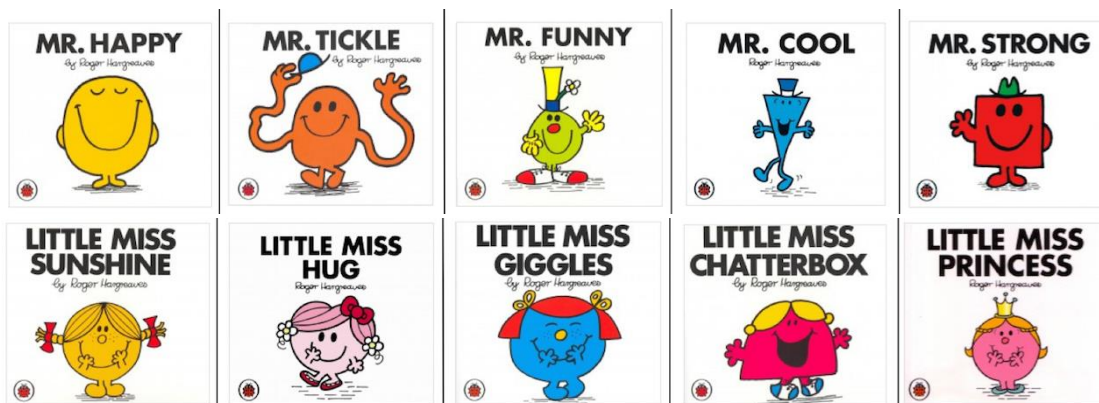
McDonald's will be handing out 663,000 books to Kiwi kids during this month's Happy Meal promotion.

For a limited time Macca's is swapping Happy Meal toys for the hugely popular Mr Men and Little Miss books. Each restaurant will distribute approximately 4,000 books throughout the five week promotion.

The series, which celebrate their 45<sup>th</sup> anniversary this year, are recognised across generations for their colour, simplicity and humour. The educational series teach moral values and lessons through engaging storytelling and allowing children to learn about their feelings.

Jo Mitchell, director of marketing, McDonald's New Zealand, "We're thrilled to offer families such iconic books as Mr Men and Little Miss. These books are nostalgic for many Kiwis and are sure to be cherished by parents and kids alike."

This will be McDonald's third year including books in Happy Meals for children in New Zealand. With the addition of the Mr Men and Little Miss series, around 1.5 million books will have been distributed with Happy Meals in New Zealand. McDonald's has made several changes to the Happy Meal in recent years, including books, healthier drink and side options. Earlier this year over 100,000 apples were included in Happy Meals for free, as part of a trial.



**ENDS**

Notes to editor:

- McDonald's are swapping toys for books from 04/08/16-07/0916
- Books include: *Mr. Happy*, *Mr. Tickle*, *Mr. Funny*, *Mr. Cool*, *Mr. Strong*, *Little Miss Sunshine*, *Little Miss Hug*, *Little Miss Giggles*, *Little Miss Chatterbox*, *Little Miss Princess*

For more information please contact:

**Magenta Boyd: Mango Communications**

Tel: 027 469 7310/ Email: [magentab@thisismango.co.nz](mailto:magentab@thisismango.co.nz)

## **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 2015 McDonald's spent more than \$202 million with local suppliers, while New Zealand producers exported over \$211 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 take care of Kiwi families throughout their children's medical journeys, providing a 'home-away-from-home' and other support programmes.

For more information visit [www.mcdonalds.co.nz](http://www.mcdonalds.co.nz)

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