

MEDIA RELEASE
12 May 2014

Show us your inner All White to represent NZ at the FIFA World Cup Final in Brazil

- ***One lucky Kiwi child will walk a player onto the pitch at the FIFA World Cup Final in Brazil***
- ***Enter at the McDonald's® Skills Zone Days held in Auckland, Wellington, Christchurch on May 18***

McDonald's has partnered with New Zealand Football to encourage Kiwi children to get active and discover their inner football star ahead of the FIFA World Cup.

In the lead up to the world's biggest football event, McDonald's, New Zealand Football, and football federations will host Skills Zone Days in Auckland, Wellington and Christchurch on Sunday, May 18 to improve Kiwi kids' ball skills and ignite their football passion. The event is open to children aged 5 to 12 years old.

By attending the McDonald's Skills Zone Days, kids and their parents can get their chance to win the trip of a lifetime. McDonald's will fly a Kiwi kid and their guardian to Brazil, where the child will walk a player onto the pitch at the FIFA World Cup Final. The child and their guardian will enjoy money can't buy experiences, joining 21 other children from around the world for football's biggest day. For children who can't make it to one of the main centres, parents or guardians can enter on their behalf by uploading a video on www.skillszone.co.nz showcasing the child's football skills. The competition is open to children aged 6 to 10 years old.

Activities on the day include football skills and challenges in the Skill Zone; challenges in the Fun Zone including a speed gun measuring the velocity of shots and the McDonald's inflatable football pitch. To keep the young players match fit, refreshments will be available on site during the day.

"We are proud that McDonald's New Zealand can offer this truly once in a lifetime opportunity through our global World Cup sponsorship," says McDonald's New Zealand managing director Patrick Wilson.

"It will be a very special moment to watch a Kiwi child escort a player onto the pitch at the World Cup final, and is great an extension of our long term support for junior football. We've supported Small Whites since the start and the McDonald's Skills Zone programme was launched in 2013.

Since then thousands of kids and their coaches have participated in the grassroots football development programme.

“McDonald’s wants to encourage Kiwi children to reach for the stars and experience magic moments on the field. It’s also fantastic to be able to have a direct influence on helping kids to be active, and arm ‘mum and dad’ coaches with a great resource in the McDonald’s Skills Zone handbook,” says Wilson.

New Zealand Football is responsible for leading, governing and regulating football in New Zealand. The organisation is passionate about developing young football talent and increasing the number of participants in the game.

“The McDonald’s Skills Zone Day on May 18 is a wonderful opportunity for young people to be introduced to football and be trained in a range of football drills, including passing, ball control and shooting,” says NZ Football chief executive Andy Martin.

“The fact children who attend, or upload a video to the website, have a chance to represent this country on the football world stage at the final is a remarkable opportunity.”

WHEN:

Sunday, 18th May 2014, from 10am

WHERE:

Auckland

Anytime between 10am – 4pm

Auckland Domain (in front of the grand stand), Park Rd, Grafton, Auckland

Wellington

Anytime between 10am – 2pm

Miramar Park, 75 Darlington Road, Miramar

Christchurch

Anytime between 10am – 2pm

Avonhead Park, Hawthornden Road, Avonhead

For more information go to: www.skillszone.co.nz

NB: Promotion terms & conditions apply

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About McDonald's New Zealand

New Zealand's first McDonald's restaurant opened in Porirua in 1976. Today there are 163 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' by Retailworld. In 2013 McDonald's spent around \$180 million with local suppliers, while New Zealand producers exported over \$465 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

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