**Media alert**

**14 February 2024**

**Step Into Frost Way with The Kerwin Frost Box at McDonald’s**

*McDonald’s gives fans around the world a fresh take on a classic unboxing experience with new collab and reimagined McNugget Buddies*

**(Auckland – Feb. 14, 2024)** – No matter how long it’s been, McDonald's fans never forget the feeling of opening a Happy Meal® box to see the surprises inside. Now, they’re once again sparking nostalgic joy with the help of a visionary artist and some very special Buddies…

Introducing: the Kerwin Frost Box – a one-of-a-kind global collaboration with artist and lifelong McDonald’s fan, Kerwin Frost – launching in New Zealand this Wednesday 14th February!

**The Kerwin Frost Box & McNugget Buddy Collectibles**
The Kerwin Frost Box includes the choice of 10-piece Chicken McNuggets® or a Big Mac®, World Famous Fries®, a soft drink, a special McNugget Buddy collectable along with a trading card – coming back for the first time in over 25 years. But this time, designed in partnership with Kerwin Frost.

Growing up in Harlem, New York, Kerwin found his McNugget Buddy collection to be a source of creative inspiration. So, it was only right for McDonald’s to bring back the Buddies, and through them, introduce fans to “Frost Way” – where everyone is welcome to be exactly who they are. Complete with mix-and-match outfits, the Buddies’ designs are inspired by Kerwin’s childhood experiences and belief that everyone should feel free to express themselves. Meet the Buddies!

* **Kerwin Frost** –The Mayor of Frost Way is a true champion of the Buddies and encourages them to be themselves. In his free time, catch him adding art to his collection or fixing things around the neighbourhood.
* **Don Bernice** – The Wise Stylist, an experienced fashion designer who creates all the outfits for the Buddies in Frost Way, while also offering stern advice (that’s always nice!). After all, she is “don” – the very best!
* **Uptown Moe** – The Neighbourhood Hero, the no-nonsense, street-smart, supportive guy from around the block in Frost Way everyone knows and loves. He also gives the best motivational speeches on a whim.
* **Waffutu** – The Curious Optimist, who grew up in Frost Way and was raised by the whole neighbourhood. She spreads positivity wherever she goes and can turn any frown upside down with the wave of a wand and tilt of a crown.
* **BRRRICK** – The Cool Guy, the most adventurous Buddy in Frost Way who speaks in puns, loves trying new things and techno music. He’s lowkey nervous, but always cool under pressure.
* **Darla** – The Dreamer, a soft-spoken yet peacefully confident singer who moved to Frost Way to pursue her dream of becoming a superstar as the lead singer of “The Frostettos.” When she’s not on stage, she’s running the local McDonald’s in Frost Way – where she’s employee of the month every month!

“Fans told us they wanted to celebrate that quintessential childhood experience again. So, we’re excited to team up with Kerwin on this next take, as he brings his own childhood McDonald’s memories to life through reimagined McDonald’s characters, immersing our fans in the world of Frost Way”, says Leigh Benvie, Head of Brand and Media at McDonald’s NZ.

The McNugget Buddies were first introduced in 1988 as part of a limited time Happy Mealfeaturing ten different McNugget Buddy collectibles. They’re best known for their wacky adventures and personalities, wild imaginations and interchangeable outfits.

“I’ve loved McDonald’s since I was a kid. I even had my own Ronald McDonald doll that I brought to picture day at school, and it was my dream to collect all the McNugget Buddies,” said Kerwin Frost. “Now, coming up with my own special set of Buddies – each one representing different aspects of self-expression – it's unreal, a dream come true. McDonald’s has been a great partner from day one, and they’ve truly allowed me to create without limits. I hope the Kerwin Frost Box will serve as a reminder for people to hone their creativity and not be afraid to show the world who they really are.”

Imagery can be found [here](https://drive.google.com/drive/folders/1LaKeYO92nKuhMVazQ91XgqEJxkDfycTO?usp=sharing).

**ENDS**

**About McDonald’s New Zealand**

McDonald’s is the world’s leading global foodservice retailer with over 40,000 locations in over 100 countries. Approximately 95% of McDonald’s restaurants worldwide are owned and operated by independent local business owners. New Zealand’s first McDonald’s restaurant opened in Porirua in 1976. Today there are more than 170 McDonald’s restaurants across New Zealand, 85 per cent of which are owned and operated by local businessmen and women. The organisation employs over 10,000 people in restaurants nationwide and is one of New Zealand’s largest employers of youth. In 2022, McDonald’s spent more than $214 million with local suppliers, while New Zealand producers exported $384 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](http://www.mcdonalds.co.nz).

Check out McDonald’s New Zealand on Facebook facebook.co.nz/mcdonaldsnz, Instagram http://www.instagram.com/mcdonaldsnz/ or Snapchat: mcdonalds\_nz

**About Kerwin Frost**
Kerwin Frost is an artist from Harlem, most well-known for his work within fashion and music. He is a creative director, a DJ, street style icon, and host of his own interview series. He is also a lifelong fan of McDonald’s and has teamed up with the brand to bring the Kerwin Frost Box to life.