



MEDIA RELEASE
8 August 2014

Would you like books with that?

McDonald's NZ to include half a million children's books with Happy Meals

McDonald's New Zealand might just become the country's largest distributor of children's book for the month of August.

McDonald's is swapping toys for half a million children's books nationwide during its Happy Meal promotion which runs through August.

The books are from the educational Eye Wonder series, published by DK Books, with six titles including *Earth*, *Oceans*, *Rainforest*, *Stars and Planets*, *Big Cats* and *Arctic and Antarctic*. A book is included with every Happy Meal sold.

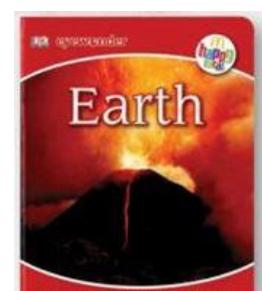
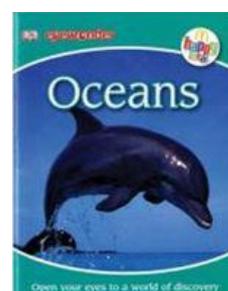
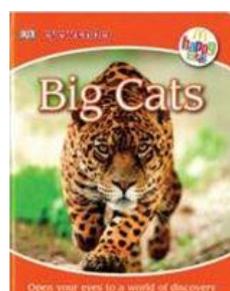
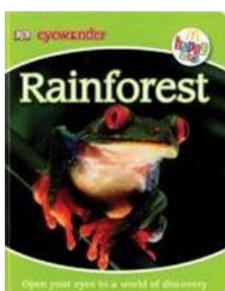
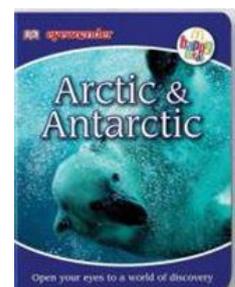
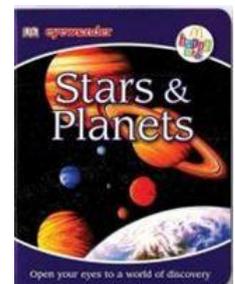
McDonald's NZ managing director Patrick Wilson says, "By delivering these books into the hands of our families via Happy Meals we aim to inspire children and their parents to read and learn together.

"The books are a natural extension of how we see Happy Meals evolving and how we can use our scale as New Zealand's largest chain of family restaurants positively," adds Mr Wilson.

Swapping toys for books in Happy Meals is also an effort to boost literacy, and McDonald's New Zealand has partnered with Member of Parliament for Manurewa, Louisa Wall, to provide her with 5,000 books. Ms Wall will distribute the books to families and organisations within her electorate.

"There are some New Zealand households who own very few books, so we hope this donation will help fill the gap and encourage families to read together," says Ms Wall.

McDonald's previously included books in Happy Meals in New Zealand several years ago. For many years McDonald's has only advertised the healthier choices available in Happy Meals and today over 50 percent of Happy Meals purchased include at least one of those choices. As part of McDonald's global commitments around marketing to children, McDonald's New Zealand now includes health and well being messaging in its television advertising.



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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 \$170 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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