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**FOR IMMEDIATE RELEASE**

**McDONALD'S® INTRODUCES A NEW AUTOMATIC OFFERING OF  
FRUIT IN EVERY HAPPY MEAL®**

*New Happy Meal aims to help parents encourage their children's nutrition-minded choices*

PHILADELPHIA, January 20, 2012 – Today, McDonald's restaurants of the Greater Philadelphia Region launched a new Happy Meal in support of the company's recently announced 'Commitments to Offer Improved Nutrition Choice' which strive to help customers – especially children and families – make nutrition-minded choices whether visiting McDonald's or elsewhere.

Available nationwide by March 2012, the new Happy Meal automatically includes Apple Slices (¼ cup or ½ serving) as a side to the choice of Chicken McNuggets®, a Hamburger, or Cheeseburger, and choice of beverage, in which fat-free chocolate milk and 1% white milk will be options. In addition to Apple Slices, the meal also includes a new smaller size French Fries (1.1 ounces). For customers who prefer apples only, an additional bag of Apple Slices is available in lieu of fries.

By adding fruit in every Happy Meal, McDonald's hopes to address a challenge children face in meeting the recommended daily consumption of produce. McDonald's has been offering apples as a requested Happy Meal choice since 2004, and while recent research found that 88 percent of McDonald's customers are aware of the option, the apples are chosen in only 11 percent of Happy Meal purchases.

"Recent research has shown that younger children are consuming more fruits and vegetables, but we still have a long way to go to increase consumption to meet daily recommendations for these important food groups," according to Elizabeth Pivonka, PhD, RD, president and CEO of Produce for Better Health Foundation. "We applaud McDonald's effort to celebrate produce in every Happy Meal which further strengthens their seven years of support in our campaign to educate children on the benefits of fruits and vegetables."

To support the new Happy Meal on the local level, McDonald's Restaurants of the Greater Philadelphia Region will host an "Apple of my Eye" online photo contest with 95.7 BenFM. Parents are invited to submit their child's photo on [www.ilikebenfm.com](http://www.ilikebenfm.com) and tell us what "makes them happy" now through February. The winning participant will receive a Happy Meal party at their local McDonald's for their child and 10 friends, an appearance by Ronald McDonald, and a \$250 Arch card.

In addition, McDonald's Restaurants of the Greater Philadelphia Region will host blogger tours to introduce the new Happy Meal to local mommy bloggers and increase awareness of McDonald's 'Commitments to Improved Nutrition Choice' while helping parents encourage their children's nutrition-minded habits.

"As a mom with two of young children, I understand the challenges of helping kids make good nutrition choices," said Karen Traa, Owner/Operator, McDonald's Restaurants of the Greater Philadelphia Region. "With the new Happy Meal, we're supporting parents in encouraging their children to enjoy the foods that are good for them along with the foods they love by automatically including both apples and fries as part of a balanced, kid-appropriate meal. This will bring about 100 million cups of produce annually to our youngest customers."

The new Happy Meal is the latest example of McDonald's ongoing menu evolution, which has included adding low-fat milk (1991), changing the McNugget recipe so that it's made with white meat chicken (2003), and offering new Happy Meal choices like Apple Dippers with Low-Fat Caramel Dip (2004). More Happy Meal fruit and vegetable choices are under development and expected to roll out over the next few years. In addition, the sodium in the Happy Meal entrée favorite, Chicken McNuggets, has been reduced by more than 20 percent since 2003. In fact, by 2015, as part of its national sodium reduction efforts, McDonald's will reduce sodium by 15 percent across the whole menu.

**About McDonald's**

McDonald's USA, LLC, is the leading foodservice provider in the United States serving a variety of wholesome foods made from quality ingredients to millions of customers every day. More than 80 percent of McDonald's 14,000 U.S. restaurants are independently owned and operated by local franchisees. There are nearly 300 McDonald's restaurants in the Greater Philadelphia Region. For more information on McDonald's visit [www.mcdonalds.com](http://www.mcdonalds.com) or log on at any of the 10,000 Wi-Fi enabled McDonald's U.S. restaurants. Visit [www.mcstate.com](http://www.mcstate.com) for local restaurant, career and program information. Follow us on Twitter @McDPhilly for the latest news, info, events and promotions, and find us on facebook at [www.facebook.com/mcdonalds](http://www.facebook.com/mcdonalds).

**McDonald's Food Pledge**

To reaffirm a commitment to responsible marketing to children, McDonald's has supported the Council of Better Business Bureau's ("CBBB") Children's Food and Beverage Advertising Initiative ("CFBAI") since 2006 involving a voluntary Food Pledge to only advertise products to kids that represent healthier dietary choices. Several combinations of the new Happy Meal will meet the CFBAI's recently announced more rigorous Food Pledge standards.

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