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**McDONALD'S® LAUNCHES CHAMPION KIDS CONTEST  
WINNERS TO ATTEND VANCOUVER 2010 OLYMPIC WINTER GAMES**  
*Contest Open to Kids Across Country*

**Philadelphia** (October 13, 2009) – McDonald's® is offering an opportunity for young people across the country to attend the Vancouver 2010 Olympic Winter Games as a McDonald's® Champion Kid (MCK) and hometown correspondent.

As part of a larger global McDonald's Champion Kids program, the selected U.S. kids will attend Olympic Winter Games sporting events, meet athletes and kids from around the world, tour the cultural sights of Vancouver and Whistler, and share their stories and perspectives about the Games with their local communities. Olympic Gold Medal gymnast and MCK Ambassador Shawn Johnson joins McDonald's in inviting 11-14 year-olds to enter the online contest at [www.mcdonalds.com/championkids](http://www.mcdonalds.com/championkids) for a chance to become a McDonald's Champion Kid.

"The McDonald's Champion Kids program is a dream-come-true opportunity for young people to attend the Vancouver Games and to inspire people everywhere to appreciate the Olympic spirit," said Mike Anton, president of the greater Philadelphia area McDonald's Owner/Operator Association. "This program is one of many ways McDonald's brings joy and fun to families every day, and I encourage eligible kids from our area to take advantage of this opportunity."

The online contest will be open for entries through October 30, 2009. Kids ages 11-14 (with parent's or guardian's consent) are eligible to submit an online essay and video or photo to demonstrate what the Olympic values of friendship, excellence and respect mean to them, and explain why they should be chosen to represent their hometown as a McDonald's Champion Kid.

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Entries will be judged by a panel of Olympic athletes, including Johnson, Alpine snowboarder Graham Watanabe, freestyle mogul skier Patrick Deneen, speed skaters Jennifer Rodriguez and J.R. Chelski, and basketball greats Alonzo Mourning and Dwight Howard. In addition, McDonald's is working with the National Association for Sport and Physical Education, an organization encouraging kids to strive for excellence and teamwork while being physically active, to assist with the contest judging.

The McDonald's Champion Kids program debuted at the Beijing 2008 Olympic Games as part of the company's ongoing commitment to children's well-being. The program was created to inspire children to become more physically active and to enable kids from across the globe to travel and experience the Games first-hand.

### **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.

**No Purchase Necessary. Making a purchase will not increase your chances of winning. Many will enter, 10 will win.** Contest begins on September 30, 2009 at 12:01:00 AM Central Time (CT) and ends October 30, 2009 PM CT. You must be a legal resident of the 50 United States or DC age 11 to 14 as of September 30, 2009 with parent or legal guardian permission to enter and participate. Contest winners are determined by independent judges as defined in the Official Rules. See Official Rules at [www.mcdonalds.com/championkids](http://www.mcdonalds.com/championkids) for restrictions, promotion entry deadlines, prize information and complete details. Void outside the 50 U.S./DC and where prohibited. \*Dates and length of trip are subject to change without notice.

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