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**McDONALD'S EMPOWERS CHILDREN IN EUROPE TO BECOME  
THE NEXT GREEN GENERATION**

McDonald's has recently launched a new Happy Meal focused on endangered animals to engage children in a fun and informative way around the threats to our environment. Launched on August 8 in Sweden, each Happy Meal contains information about the threat to eight selected animals, how they are becoming endangered, and tips on how we can all make small changes at home to lessen our own environmental impact and the scheme will be rolled-out across Europe throughout 2008 and 2009.

As well as protecting animals under threat, the programme aims to educate children and inspire the next generation of environmentalists. Research from Just Kids Inc's 'Global Kid Study' (November 2006) reveals that children are becoming increasingly altruistic, to the extent that their desire to give now actually rivals their desire to get. In fact 80% of children said that they daydream 'a lot' about helping others and the research features endangered animals as one of the top eight causes concerning children today, along with natural disasters and the rainforest.

McDonald's Europe will also make a financial contribution towards Conservation International (CI), which will support three forest areas – home to tigers, Asian elephants and gorillas – threatened by climate change and habitat destruction. CI is a leading international NGO, which is helping to address climate change and protect the world's biodiversity through conservation projects throughout the world and has worked with McDonald's for the last twenty years.

"The new Happy Meal that promises to be fun experience, with an added learning for our customers. The younger generation is eager to protect these endangered animals and we wanted to play our part by building on our long-standing relationship with CI and making a donation to support them in their continued great work across the globe. We hope that the new programme will provide a number of simple, yet effective steps that children can take to lessen their environmental impact at home," said Pierre Woreczek, McDonald's Europe Senior VP, Brand Strategy

Each Happy Meal will feature helpful facts and figures and include a toy representing one of the eight carefully chosen animals in the programme:

- Black rhino
- Tiger
- Asian elephant
- Snow leopard
- Leatherback turtle

- Giant panda
- Polar bear
- Gorilla

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### **About McDonald's**

McDonald's is the leading global foodservice retailer with more than 30,000 local restaurants in more than 100 countries. More than 70% of McDonald's restaurants worldwide are owned and operated by independent local business men and women. Please visit our website at [www.mcdonalds.com](http://www.mcdonalds.com) to learn more about the Company.

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