



McDONALD'S® GERMANY FIFA WORLD CUP™ ACTIVATION

As the host country of the 2006 FIFA World Cup™, McDonald's Germany is providing many activities for their guests from all over the world and for football fans. However, McDonald's focus continues to be on its exclusive rights, concentrating all activities around the Player Escort program as well as the official Fan Dancers, a first for the FIFA World Cup.

Johan Jervøe, Vice President of Marketing, for McDonald's Germany, said: "Thanks to all our 2006 FIFA World Cup activities, we will ensure that the tournament is an outstanding and exciting event for everyone at McDonald's. With the variety of activities taking place during the tournament, we are sure that there will be something for everyone and of all ages."

McDonald's Player Escorts

At the 2006 FIFA World Cup, 1,408 children will be McDonald's Player Escorts. McDonald's Germany will offer 1,182 children aged 6 to 10 years from all over Germany the chance to walk on to the pitch hand-in-hand with the best footballers in the world at every match – truly a dream come true!

McDonald's Germany recruited the majority of their Player Escorts via an in-store creativity contest. The children entered the contest by writing, drawing or making something that best demonstrated why they wanted to become a Player Escort. Over one million entries were received and the most creative ones selected as winners. Entries included football related pieces such as large Styrofoam football stadiums, trophies made of pasted board and wood plus photo collages. The best entries will be on exhibition at the Chocolate Museum in Cologne until the end of the 2006 FIFA World Cup™,

Other recruitment methods for the Player Escort program included the McDonald's Mini World Cup, a football tournament for young boys and girls in association with media partners.

German team captain Michael Ballack, patron of the McDonald's Player Escort program in Germany, said: "It's a pity that there wasn't a McDonald's Player Escort Program when I was this age. I would have done anything to be part of this once-in-a-lifetime experience."

Fan Dancers

McDonald's Germany is presenting something entirely new to the FIFA World Cup - the official Fan Dancers. Twenty four specially trained women will perform together with official 2006 FIFA World Cup mascot GOLEO VI in front of 70.000 spectators prior to all FIFA World Cup matches in Berlin – and also before the Final Match.

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The Fan Dancers were cast by a prominent jury including Germany's most famous dance performance trainer Detlef D! Soost, TV presenter Collien Fernandes, actress Muriel Baumeister, Hertha BSC football club manager Dieter Hoeneß and comedian Axel Stein.

The Fan Dancers will be in a training camp near Berlin during the first few weeks of the FIFA World Cup™ and will perform for the first time ever in public before Brazil play Croatia on June 13th.

McDonald's Products in the Stadium

McDonald's Germany will bring a variety of food to football fans in the stadiums. Following a successful test run at the FIFA Confederations Cup 2005, McDonald's will offer salads plus products in concession stands at all twelve venues. Besides the traditional stadium catering, McDonald's will also offer the McDonald's Garden Salad, McDonald's Fruit & Yogurt and the McDonald's Fruit Bag.

With a McCafé in the official FIFA media centre in Berlin, McDonald will offer all accredited media a unique coffee shop experience. McCafé is a shop-in-shop concept which offers a variety of high quality coffee and cake products in a likeable lifestyle atmosphere.

2006 FIFA World Cup™ Fever in the Restaurant

In the build up to the 2006 FIFA World Cup, McDonald's Germany ran a number of promotions, bringing World Cup excitement into its 1,260+ restaurants. Approximately 10,000 tickets from the company's German ticket allocation from FIFA have been given away directly to customers through sweepstakes and promotional tie-ins. Currently, McDonalds Germany is giving away the final 5,000 tickets through McDonald's "FIFA WM 2006™ Fever" promotion which runs until 30th June. Employees have also been awarded tickets through special crew incentives.

The Happy Meal™ will also take on a World Cup theme, add to the World Cup fever. During the tournament, the Happy Meal™ will contain an official football training kit including fun accessories such as a referee card set, a kick-o-meter, a bottle, and goal keeper gloves. Additionally, McDonald's is offering, in all participating restaurants, a replica of the official FIFA World Cup™ match ball in a unique X-mini-size. This ball is available until the end of the tournament.

From Grassroots to Glory

As an official partner of FIFA, UEFA and DFB, McDonald's Germany encourages children to be physically active through the football themed strategy "From Grassroots to Glory". The program comprises local activities such as the McDonald's Football Cups and McDonald's Football Camps and, as a special event this year, the McDonald's Mini World Cup. A few weeks before the FIFA World Cup™, children aged 8 to 11 years participated in the soccer event of the year where every participant will become part of the FIFA World Cup™ either as a spectator in the stadium or on the pitch as an actual Player Escort.

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The McDonald's Football Camp promises to be another great grassroots experience. Taking place at the adidas World of Football in Berlin from June 23 to 25, the event will see former German football players including Michael Rummenigge train the children in the "13th venue". Further McDonald's Football Camps will take place all over Germany starting June 2006.

About McDonald's Germany

Germany's first McDonald's restaurant opened on December 4, 1971, on Martin-Luther-Strasse in Munich. Today, the company and its franchisees employ around 49,000 people at more than 1,260 restaurants (annual average). With approximately 2.3 million customers every day, McDonald's is the country's number one quick-service restaurant.

Further information available from:

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