

McDONALD'S® PLAYER ESCORT PROGRAM AT THE 2006 FIFA WORLD CUP GERMANY™

McDonald's brings the fun and excitement of the FIFA World Cup to life by giving **1,408 lucky children ages 6-10 years** the chance to be part of McDonald's Player Escort Program this summer in Germany. The children will get a once in a lifetime opportunity to make their dreams come true and escort the world's best football players hand-in-hand onto the pitch before all official FIFA World Cup matches in the 12 official stadiums.

McDonald's is sending winners from across the world to Germany with a parent/guardian to take part in the exciting program. Along with accompanying players into the stadium, the children will also have the chance to take part in their own Player Escort Matches at select sites around Germany, to mirror some of the exciting FIFA World Cup Games as well as participate in sightseeing tours.

Each country decided locally how to select their Player Escorts. **Fifty-one countries**, including host country Germany, are sending Player Escorts. Countries include:

Argentina	Australia	Austria
Bahrain	Brazil	Chile
China	Columbia	Costa Rica
Croatia	Cyprus	Czech Republic
Denmark	Ecuador	England
Finland	France	Germany
Greece	Hungary	Ireland
Italy	Japan	Kingdom of Saudi Arabia
Kuwait	Nicaragua	Malta
Malaysia	Mexico	Netherlands
Scotland	New Zealand	Oman
Panama	Peru	Poland
Portugal	Qatar	Russia
Singapore	Slovenia	South Africa
Spain	Sweden	Switzerland
Turkey	Ukraine	United Arab Emirates
Uruguay	USA	Venezuela

Since 2002, over 3,000 children have been given the opportunity to be McDonald's Player Escorts at tournaments including the 2002 FIFA World Cup™, UEFA EURO 2004™ and the FIFA Confederations Cup Germany 2005. McDonald's has been the exclusive sponsor of the Player Escort Program since the 2002 FIFA World Cup™.

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Finding the Player Escorts

McDonald's used a range of activities to find winning Player Escorts. Example included:

- In **Sweden**, a television series aired on Kanal5 sponsored by McDonald's about the Player Escort programme and winners – viewers were also given the chance to enter for the last Player Escort places. The series will follow the winners' amazing FIFA World Cup experiences.
- In **The Netherlands**, 150 children selected through restaurant and McDonald's website promotions, took part in a special Player Escort Selection Day. The football skills and knowledge, creativity and spontaneity of the children were evaluated and eleven children were chosen to become Player Escorts.
- In **Singapore**, parents and children were asked to send in photographs of them in their craziest football outfit to show their devotion to football. Readers of the media partner that ran the competition then voted for their favorite parent and child team.
- In **Germany**, Player Escorts were recruited through two methods. Some won places through the McDonald's Mini World Cup which involved 32 teams. The best twelve teams won places to be Player Escorts. Others won a competition which asked them to creatively demonstrate why they were the world's biggest football fans. Entries included large Styrofoam football stadiums, trophies made of pasted board or wood and photo collages. Some of the best applications are now exhibited at the Schokoladenmuseum in Cologne.

What The Player Escorts Say

Balázs Nagy, 8 years, Hungary:

- "I entered the competition to be a Player Escort but never dreamt that I would be the winner. I will be the only Hungarian in the Semi Final and I am very proud of that! My dream is to meet the Brazilian team and hold the hand of my favorite footballer Roberto Carlos. He plays left back just like I do for my team, Góliát-McDonald's."

Meggy Boukhizzou, 10 years, The Netherlands:

- "I was so happy to win the chance to be a Player Escort that I didn't sleep for two days!"

Carlos José Chaverri Víquez, 9 years old, from Costa Rica:

- "I am very excited to have won this big opportunity. My friends did not believe I was traveling to Germany to the World Cup, they thought it was a joke!! Now everybody envies me at my school!"

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Andres Salame, age 7, Georgia:

- "I love to play and watch soccer. Now that I am going to the World Cup, I am excited to see the players, take photos with them and walk onto the field with them."

Oliver Bitter Lyndoch, 9 years, Australia:

- "I love swimming but the World Cup is a big sports event and I'd really like to see other parts of the world and to see what a big stadium is like."

Lea Radermacher, 7 years, from Germany was a Player Escort at the FIFA Confederations Cup 2005 in Germany. On what the 2006 FIFA World Cup Players Escorts can look forward to, she said:

- "I was very nervous when I started walking onto the pitch, but it was brilliant to see the crowds cheering in the stands. It's a great feeling to walk onto the field with a star."

Editor's Note: For more information, please visit www.mcdepk.com/2006WorldCupResourceCenter