



## McDonald's® Restaurants are Deeply Rooted in the Community

Across the country and around the world, McDonald's has a rich relationship with its customers and the communities where we do business. More than 30,000 McDonald's restaurants in 118 countries touch the lives of 52 million customers each day, not just by serving the world some of its favorite foods - World Famous Fries®, Big Mac®, Quarter Pounder® with cheese sandwich, Chicken McNuggets® and Egg McMuffin® sandwich – but by being deeply rooted in the communities we serve. More than 80 percent of McDonald's 13,700 U.S. restaurants are independently owned and operated by local franchisees with approximately 25 percent minority Owner/Operators.

McDonald's continues to serve and introduce a variety of menu choices that appeal to the varying tastes and preferences of its customers, while also providing comprehensive nutrition information on web sites and in restaurants. Nationwide, McDonald's joins with national and community partners to enhance the well-being of children and adults through education, career and economic opportunities, as well as programs that inspire physical activity.

***McDonald's joins Essence as a proud sponsor of the 2007 Essence Music Festival in New Orleans, supporting the further economic development of New Orleans. Essence Music Festival, welcome home!***

### McDonald's – Deeply Rooted in New Orleans

McDonald's has been in the New Orleans area serving customers since 1963. The company and its franchisees provide employment to more than 4,500 crew, managers and support staff in the area. In 2005, McDonald's Gulf Coast-area restaurants contributed nearly \$12 million in sales tax despite the effects of Hurricane Katrina. In the past 18 months, McDonald's has been able to reopen over 45 restaurants. All restaurants have been redesigned, making them relevant and inviting for our guests looking for a break as they help New Orleans rebuild! In August of 2006, the New Orleans Ronald McDonald House® reopened its doors to serve families of children being treated at local New Orleans hospitals.

### McDONALD'S ... NEWS AT ESSENCE 2007

#### MEDIA CONTACT:

Nicole Neal, McDonald's US Communications, (773) 415-3696 (cell)

Carolyn Tucker, Burrell Engagement Management, (773) 710-0311 (cell)



- McDonald's hosts the **365Black® Awards**, the company's tribute to African American leaders who are impacting the lives of African Americans every single day of the year. **The 365Black Awards luncheon directly follows the Essence Music Festival press conference.**
- Honorees include Michelle Ebanks, president of Essence Communications Inc.; Marian Wright Edelman, president and founder of the Children's Defense Fund; Louisiana McDonald's owner/operator Roy Griggs; and New Jersey-based McDonald's owner/operator Linda Dunham, who is also chairman of the board of Ronald McDonald House Charities®. (See McDonald's press kit for more information.)

For more information about McDonald's visit [www.mcdonalds.com](http://www.mcdonalds.com).

©2007 McDonald's