



Bob Greene

Bob Greene is an exercise physiologist and certified personal trainer specializing in fitness, metabolism, and weight loss. He is a frequent guest on *The Oprah Winfrey Show*. He is also a contributing writer and editor for *O The Oprah Magazine*, and writes on health and fitness for Oprah.com. Greene is the best-selling author of *Make the Connection*, *Get With the Program!*, *The Get with the Program! Daily Journal*, *The Get With the Program! Guide to Good Eating* and *The Get With the Program! Guide to Fast Food & Family Restaurants*. Bob has recently released his new book *Total Body Makeover*.

Bob began working with McDonald's® restaurants in 2003 offering his expertise to a variety of educational and information outreach programs under McDonald's Balanced Active Lifestyles initiative. Bob launched the McDonald's Go Active!™ American Challenge in May 2004 by bicycling and walking more than 3,000 miles in 36 days. Along the way, Bob visited 36 McDonald's restaurants in 36 communities and conducting walking as well as activity events at each stop. Bob continued McDonald's Go Active! throughout the Summer and Fall with 12 additional McDonald's events across the country.

McDonald's and Greene recently announced the continuation of this important education campaign for 2005 and beyond.

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