

McDONALD'S OLYMPIC HISTORY

1968

Just 13 years after opening its first restaurant, McDonald's began its support of the Olympic Movement by airlifting hamburgers to U.S. athletes competing in Grenoble, France, where they reported they were homesick for American hamburgers.

1976

McDonald's became an Official Sponsor of the Olympic Games for the first time during the 1976 Olympic Games in Montreal.

1984

McDonald's and its franchisees provided the funding to build the Olympic Swim Stadium in Los Angeles.

1988

McDonald's was the sponsor in several countries around the world of National Olympic Committees participating in the 1988 Olympic Games in Seoul, Korea.

1992

McDonald's was the sponsor in several countries around the world of National Olympic Committees participating in the 1992 Olympic Games in Barcelona, Spain.

1994

McDonald's was the sponsor in several countries around the world of National Olympic Committees participating in the 1994 Olympic Games in Lillehammer, Norway.

1996

McDonald's became a Centennial Olympic Games Partner of the 1996 Games in Atlanta. For the first time in the history of the Olympic Games, a branded restaurant operated in the Olympic Village. McDonald's restaurants provided 15,000 athletes, coaches and officials with a "familiar taste of home."

McDonald's extended its long-standing commitment to the Olympic Movement by joining The Olympic Program (TOP) and became a Worldwide Sponsor of the 1998 and 2000 Games.

1998

For the first time in history, McDonald's officially provided food service for athletes at the Olympic Winter Games in Nagano, Japan. This was also McDonald's first opportunity to bring the fun and excitement of the Olympic Games to all its customers around the world through its global sponsorship and local promotions.

2000

McDonald's celebrated youth displaying Olympic ideals through sponsorship of the Sydney 2000 Olympic Youth Camp. McDonald's countries selected two outstanding young people from every Olympic country to travel to Sydney as McDonald's Olympic Achievers.

McDonald's renewed its TOP Worldwide Sponsorship for the 2002 Olympic Winter Games in Salt Lake City, Utah, USA and the 2004 Olympic Games in Athens, Greece.

2002

McDonald's continued its commitment to the Olympic Games as a Worldwide Sponsor of the 2002 Olympic Winter Games in Salt Lake City. McDonald's sent Olympic Champion Crew from around the world to the Games to serve the world's best athletes at its Olympic Village restaurant and media at the Main Media Center restaurant.

2004

McDonald's continued its support of the Olympic Movement as a Worldwide Sponsor of the 2004 Olympic Summer Games in Athens, Greece. In addition to launching a series of Go Active! fitness initiatives, McDonald's again recognized Olympic Champion Crew from around the world fed the athletes, coaches, and spectators at the Games.

McDonald's solidified its support of the Olympic Movement by announcing the renewal of its worldwide Olympic TOP sponsorship for the 2006-2012 "double quadrennial."

2005

McDonald's launches its new worldwide Balanced Active Lifestyles public awareness campaign. This multi-faceted education effort is designed to help consumers better understand the concept of energy balance in their lives. The new theme – "it's what i eat and what i do...i'm lovin' it™" – underscores the important interplay between eating right and staying active. The program features new creative and a global education effort brought to life by Olympic Athletes, Hopefuls and Moms.

These role models will share on a country level their personal stories and advice about the importance of living a balanced, active lifestyle leading up to the TORINO 2006 Olympic Games.