



**Ronald McDonald®  
Chief Happiness Officer  
McDonald's Corporation**

For more than 40 years, Ronald McDonald® has served as a reminder of what it means to be “forever young.” Recently promoted from official company spokesman to his current position as Chief Happiness Officer, Ronald is an internationally recognized icon and dedicated to bringing out the kid in all of us.

Ronald joined the company in 1963 and has since traveled the world as a goodwill ambassador, striving to bring fun and happiness to people of all ages. Additionally, as the inspirational leader of Ronald McDonald House Charities, his life's work has been making the world a better place for children.

He began his career as a local entertainer for kids in Washington, made his first television appearance at the Macy's Thanksgiving Day Parade in 1966 and quickly became a household name and the face of the brand.

Ronald has been making education entertaining for decades. Whether it's teaching children about fastening their safety belts, wearing bike helmets, self-esteem, fire safety, reading and literacy or physical fitness. Today, as the advocate for Balanced, Active Lifestyles, Ronald advances his inspiring legacy by encouraging and motivating children and parents around the world to eat right and stay active in a variety of fun and meaningful ways.

Ronald will spread McDonald's new initiative “it's what i eat and what i do...i'm lovin' it™,” around the world through global television commercials, new interactive community shows including, “GoActive! Show with Ronald McDonald” and through his well-being and lifestyle tips on Happy Meal packaging.

A graduate of Hamburger University, Ronald makes his home at McDonald's restaurants in more than 100 countries worldwide.