

Decades of Memorable Happy Meals

Since 1979, the McDonald's® Happy Meal® program has given kids of all ages a wide variety of toys, gadgets, and games that highlight the most fun and exciting trends. Happy Meals have become a part of growing up for kids and for parents who enjoyed the first round of Happy Meals as kids in the eighties. Here are some of the Happy Meal programs throughout the years:

Circus Wagon (June 1979) – The very first national Happy Meal program, the Circus Wagon featured a traveling cart package that included a McDoodler stencil, puzzle book, McWrist wallet, ID bracelet, spinning top and McDonaldland character erasers.

Star Trek[™] (December 1979) – The Happy Meal boxes featured one of six scenes from the popular TV series and came with a *Star Trek* accessory. Items included were a video communicator, Starfleet board game, navigation bracelet, decals or Star Trek space ring.

Adventures of Ronald McDonald[™] (May-June 1981) – The Ronald McDonald Happy Meal offered seven soft and hard rubber figures that featured the now-famous cast of Ronald McDonald and friends. The set consisted of Ronald McDonald, Grimace, Hamburglar, Mayor McCheese, Big Mac, Birdie, and Captain Crook.

E.T. (July 1985) – *E.T.* Happy Meals came with one of four 17" x 24" posters with a scene from the movie. Scenes were of *E.T.* and his communicator, *E.T.* and Elliot on the bike, *E.T.* raising a glowing finger, or *E.T.*, Elliot, and Gertie in front of the spaceship.

Halloween (October 1986) – The toy that became every kid's candy-carrying bucket, Happy Meals introduced the pumpkin-shaped containers with handles and lids to the national market in 1986.

Real Ghostbusters I (September 1987) – The *Ghostbusters* program included five useful school accessories – a Slimer pencil and topper, a *Ghostbusters* ruler, a Stay Puft pencil sharpener, a containment chamber carrying-case, and a Stay Puft notepad and eraser.

Duck Tales I (February 1988) – Happy Meals featured toys based on the popular TV show about duck detectives. The four sleuthing accessories included a wrist wallet decoder, a magnifying glass, a duck code-quacker, and a telescope.

McNugget Buddies® (January 1989) – To celebrate the introduction of the Chicken McNugget Happy Meal, McDonald's introduced 10 amusing characters. The toys were named Sarge, First Class, Cowpoke, Corny, Snorkel, Drummer, Sparky, Rocker, Volley, and Boomerang.

LEGO Motion® (August 1989) – The first LEGO® Happy Meal toys consisted of eight different models including the Gyro Bird, Land Laser, Sea Skimmer, Turbo Force, Swamp Stinger, Lightning Striker, Wind Whirler, and Sea Eagle.

Little Mermaid (December 1989) – The first Happy Meal toys based on a Disney animated film, the *Little Mermaid* collection offered four water-play toys – Ursula the Wicked Sea Witch, Ariel, Flounder, and Prince Eric and Sebastian.

Berenstain Bears (January 1990) – The popular bear family, which was featured in Happy Meals as action figures in 1986, returned with eight books. The colorful set included four storybooks and four activity books.

Super Mario Bros. III (August 1990) – The famous Nintendo game characters came to life with McDonald's set of four action figures. A Mario pedestal, a Luigi cloud with wheels, a back-flipping Little Goomba, and Koopa Paratroopa were featured.

Barbie®/Hot Wheels® (August 1991) – Barbie and Hot Wheels, both long-time Happy Meal toys, started in 1991 with this collection. The set contained eight different Barbie

dolls in various outfits from Costume Ball Barbie to Ice Capades Barbie. The Hot Wheels set included four classic American cars, the '55 Chevy, the '63 Corvette, the '57 T-Bird, and a Camaro Z-28. As of 2003, Happy Meals have teamed up with Barbie fifteen times.

Back to the Future (May 1992) – Happy Meals introduced four toys based on the time-travel hit movie. Featured were Marty's Hoverboard, Doc's DeLorean, Einstein's Traveling Train, and Verne's Junkmobile.

Batman Animated Series (November 1993) – *Batman* returned to the Happy Meal lineup in 1993 to celebrate the animated movie *Mask of the Phantasm*. The set featured eight moveable action figures based on popular Batman characters.

Sonic the Hedgehog® (February 1994) – SEGA's® *Sonic the Hedgehog* earned a long partnership with Happy Meals in 1994. The collection featured four plastic toys, one each of Sonic, Dr. Ivo Robotnik, Miles "Tails" Power, and Knuckles.

Mighty Morphin Power Rangers (July 1995) – To coincide with the launch of the popular *Power Rangers* movie, Happy Meals introduced four action toys, the Power Com wristwatch, the Powermorpher Buckle, the Power Siren, and the Alien Detector.

Ty® **Teenie Beanie Babies**™ (April 1997)– A craze with kids and collectors, Ty Beanie Babies were offered in 10 "Teenie" versions for McDonald's Happy Meals. The first Ty Teenie Beanie Babies were: Snort, Speedy, Chocolate, Chops, Goldie, Lizz, Pinky, Patti, Quacks, and Seamore.

Madame Alexander® (April 2002) – This popular doll, a favorite of collectors, made its first Happy Meal appearance with a collection of eight dolls with the well-known "sleep eyes." The collection included: Peter Pan and Little Red Riding Hood, the 100th Anniversary Teddy Bear doll, Cool Cathy, and both Caucasian and African-American editions of The Bride and The Groom.

SEGA (June 2003) – SEGA Mini Video Games, Sonic The Hedgehog and Super Monkey Ball™, were the first handheld interactive electronic toys in a Happy Meal providing advanced technology and exciting game action. Six pocket-sized games were offered.

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