



Inspiration Celebration Gospel Tour Fact Sheet

- The eight-city **McDonald's® Inspiration Celebration Gospel Tour** kicks off on February 28, 2007, in Dallas and continues through April.
- The concerts will feature Smokie Norful, Vanessa Bell Armstrong and Kierra "Kiki" Sheard.
- Tickets are available through the series partner churches and venues.
 - St. John's Baptist, Dallas, TX
 - St. Paul's Baptist Church, Richmond, VA
 - Sharon Baptist, Philadelphia, PA
 - Israel Baptist Church, Baltimore, MD
 - Christ Universal Temple, Chicago, IL
 - Greater Emanuel, Detroit, MI
 - New Birth Church, Lithonia, GA
- This marks the first year that McDonald's is sponsoring the **Inspiration Celebration Gospel Tour**.
- Through this sponsorship, McDonald's celebrates the rich, musical heritage of the African-American community and gives consumers an opportunity to take a break from life's routines and to be inspired.
- Through its sponsorship of the **Inspiration Celebration Gospel Tour**, McDonald's treats audiences to a refreshing taste of inspiration as they experience a sampling of the rich musical contributions of the African-American community.
- This is not the company's first foray into supporting gospel music; independent franchisees have created gospel-themed restaurants in Merrillville, Ind., and in Chicago. McDonald's and franchisees from New York to Seattle have also partnered with other organizations to bring gospel and all types of music festivals to their communities.
- The tour represents McDonald's commitment to being "deeply rooted in the community, 365 days a year."
- For ticket information and additional tour information, go to www.smokienorful.com or www.smokienorful.com/mcdonaldsinspirationcelebration.
- McDonald's partnered with leading Gospel label/concert producers EMI/Revolver, along with Urban Ministries Inc. (UMI), the nation's leading publisher and distributor of educational materials for African-American churches, to produce the series.