

McDONALD’S® HELPS KIDS GET ACTIVE:
PASSPORT TO PLAY™ OVERVIEW

McDonald’s has a long-standing commitment to encourage kids to get active. From sponsoring sports and athletics at the grassroots level, to showcasing programs on a global stage at the Olympics, McDonald’s is dedicated to bringing its energy balance message, *“it’s what i eat and what i do ... i’m lovin it®”* to life for children everywhere.

Passport to Play, one example of numerous McDonald’s grassroots programs worldwide, features games from around the globe to help make activity and fitness fun for kids. McDonald’s is introducing Passport to Play at the Torino 2006 Olympic Winter Games with renowned athletes, such as Olympic champion speed skaters Dan Jansen of the U.S. and Johann Olav Koss of Norway, as well as U.S. Gold Medal swimmer Janet Evans.

At the Torino event, children from local youth organizations will participate in a warm up exercise plus six activities, listed below. Each student will receive a “passport” and collect stamps after completing each activity, eventually finishing a journey around the world of play.

GAMES	BACKGROUND	COUNTRY
Boomerang Golf	An unpredictable spin on golf by using a “boomerang”	Australia
Buka Ball	A cross between volleyball and hackey sack	Thailand
Kameshi Ne Mpuku	“The Cat and the Rat” engages a group of players creating a maze chase by forming rows; the maze changes direction when a designated “caller” shouts a command	Congo
Korfball	Teams pass the korfbal among members who shoot through a hoop	Holland
Rayuela	Similar to hopscotch, incorporates more rules and calls for balance, agility, concentration and logic	Columbia
T’ai Chi Chuan	A warm up activity focusing on calming, slow-motion movements	China
Tlatchtli	Similar to football (soccer in the U.S.), children kick a ball and aim for a goal	Mexico

Passport to Play -- U.S. Program

In September 2005, McDonald’s launched Passport to Play in the U.S. Third to fifth grade children in schools across the U.S. are participating, having fun and getting active.

Passport to Play was approved by U.S. elementary school physical educators, district curriculum directors, the Children’s Nutrition Research Center at the Baylor College of Medicine in Houston, the National Association of Sport and Physical Education and the United States Olympic Committee.

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