



## FOR IMMEDIATE RELEASE

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## McDONALD'S® 2006 OLYMPIC CHAMPION CREW TO SERVE THE WORLD'S BEST ATHLETES AT TORINO OLYMPIC WINTER GAMES

- **Olympic Medalists to Honor Crew Achievements**
- **Once-in-a-Lifetime Opportunity Documented in First-Time-Ever Crew Blog**
- **Italian-Inspired Uniforms Designed for Restaurant Staff**

**TORINO, ITALY (1 February 2006)** – As top athletes from around the world prepare to compete at the Torino 2006 Olympic Winter Games, McDonald's Olympic Champion Crew – more than 300 top-performing restaurant employees representing 24 countries – gather in Torino to serve the world's best athletes, coaches, officials and media throughout the Games.

McDonald's will introduce the 2006 Olympic Champion Crew at a special "Crew as Stars" ceremony at **1000 hours on 9 February at Pathé Lingotto Multiplex Cinema in 8 Gallery Lingotto**. Noted Olympic medalists and McDonald's President and Chief Operating Officer, Mike Roberts, will salute the crew and honor their achievements.

"McDonald's has a long history of cultivating excellence, both in the quality food we serve, and in the people who serve it," said Roberts. "The Olympic Games provide the ideal forum to recognize and reward these outstanding restaurant employees who truly exemplify the Olympic ideals of teamwork, excellence and being the best."

### **First-Time-Ever Crew Blog Debuts**

McDonald's will debut the first-ever McDonald's Olympic Champion Crew blog. Beginning 6 February when the crew start to arrive in Torino and continuing throughout the month, this online journal will give site visitors the opportunity to follow the personal journeys of the crew as they travel to the Games, explore Torino and reflect on their experiences. Visit the crew blog – which will include photos and video – at [www.mcdepk.com/OlympicResourceCenter](http://www.mcdepk.com/OlympicResourceCenter) or [www.mcdonalds.com](http://www.mcdonalds.com).

### **Crew Experience Includes Fashion-Forward Uniforms and Special Events**

The Olympic Champion Crew will model new uniforms with vibrant and contemporary designs that reflect the energy of the Olympic Spirit and athletic competition, and incorporate McDonald's own Italian-inspired look of the Games. Uniforms include colorful jackets, vests and hats. In addition, a specially-designed gold pin, available exclusively to the Olympic Champion Crew, will complete the look.

The crew's experience will include the opportunity to attend Olympic competitions, tour Torino and interact with their teammates from around the world, through special cultural, recreational and social activities.

"McDonald's crew members learn lifetime skills, including customer service, leadership and effective communication, that help pave the way for whatever direction their careers take at our company or beyond," said Rich Floersch, McDonald's Executive Vice President, Global Human Resources. "We provide meaningful opportunities for our employees and are so pleased to continue the tradition of rewarding the best of our best by bringing them to the Olympic Games."

### **Diverse Crew Offers Global Appeal**

Representing 24 countries from five continents including host country Italy, McDonald's Olympic Champion Crew consists of both crew members and restaurant managers.

Meet some of the 2006 team members:

- **Anna Acri, Parma, Italy** – A seasoned crew trainer who has helped grow the careers of five of her teammates to the manager level; she can't wait to share her home country with the world.
- **Sarah Hudson, Auckland, New Zealand** – Passionate about customer service and making customers smile.
- **Jaime Laranjeiro, Guarulhos, Brazil** – 15-year McDonald's veteran and part of a family tradition; several family members including his wife and sister work at McDonald's.

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- **Krysta Lloyd, Ottawa, Canada** – Began full-time career at McDonald's the day after college graduation; credits McDonald's for lifelong friendships.
- **Ann Marie Steele, Everett, Washington, USA** – Met her husband working at the restaurant.
- **Simona Sturz, London, UK** – Supports Ronald McDonald House Charities® and World Children's Day<sup>^</sup>, McDonald's annual global fundraiser for children.

The 2006 Olympic Champion Crew were selected as "the best of the best" from among the 1.6 million employees in more than 30,000 restaurants around the world. Criteria for selection varied by country and included qualifications such as excellence in teamwork, speed of service and order accuracy.

The crew will represent their countries and proudly serve McDonald's world-famous food at the two official Olympic venue restaurants located in the Torino Olympic Village – Villaggio Olimpico – and the Main Press Center at Lingotto.

#### **McDonald's Olympic Sponsorship History**

McDonald's became an Official Sponsor of the Olympic Games in 1976 and has a long-standing commitment to the Olympic Movement. At the 1968 Olympic Winter Games, McDonald's airlifted hamburgers to U.S. athletes competing in Grenoble, France, after they reported being homesick for McDonald's food. Since then, the company has served its menu of choice and variety to millions of athletes, coaches, their families and fans.

The Torino 2006 Olympic Winter Games mark McDonald's fifth Olympic Games as a TOP Sponsor and sixth as the Official Restaurant of the Olympic Games. McDonald's current sponsorship will continue through the 2012 Games in London.

#### **About McDonald's**

McDonald's is the leading foodservice retailer with more than 30,000 local restaurants serving quality food to nearly 50 million customers in more than 100 countries each day. Approximately 70 percent of McDonald's restaurants worldwide are owned and operated by independent, local men and women.

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Editor's Note: For more information, visit [www.mcdepk.com/OlympicResourceCenter](http://www.mcdepk.com/OlympicResourceCenter)