

# McDonald's® at the 2006 Olympic Winter Games

As the Official Restaurant of the Olympic Games, we will once again feed the world's greatest athletes, coaches, officials and spectators who will gather from around the world in Torino, Italy in February.

This honor began at the 1968 Olympic Winter Games when McDonald's airlifted hamburgers to U.S. athletes competing in Grenoble, France, after they reported being homesick for McDonald's food. McDonald's became an Official Sponsor of the Olympic Games in 1976 and has a long-standing commitment to the Olympic Movement. Since then, we have served our variety of menu choices to millions of athletes, coaches, their families and fans.

Mark your calendars now for exciting McDonald's press events to be held in Torino just prior to the start of the Games:

it's what i eat and what i do™   
i'm lovin' it.

## **February 7, 2006: Nutrition Information Initiative Roll Out**

On October 25, 2005, McDonald's announced an innovative approach to further communicate nutrition information to customers around the world. The Torino Games will mark the debut of McDonald's nutrition information initiative, with a unique icon and bar chart format. This announcement reinforces McDonald's commitment to helping customers lead more balanced, active lives and will feature McDonald's CEO Jim Skinner and IOC President Jacques Rogge.

## **February 9, 2006: Olympic Champion Crew Celebration**

McDonald's will celebrate and honor our 2006 Olympic Champion Crew – more than 300 “best of the best,” the people who serve McDonald's customers in over 30,000 restaurants every day around the world. These top performers will travel to Torino to feed the world's best athletes, official, coaches and media at our on-site McDonald's restaurants at the Olympic Village and Main Press Center.



Note: Dates subject to change  
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