

## McDonald's® Balanced, Active Lifestyles Commitment to Children

McDonald's balanced, active lifestyles commitment, announced in May 2004, focuses on menu variety and choice, nutrition literacy and sponsorship of physical activity. Initiatives underway since 2004 include:

### Physical Activity

- The "Go Active!™ with Ronald McDonald®" Show uses improvisation, music, and dance as Ronald® engages kids in fun physical activities, and helps them understand energy balance and the importance of being active. The show is slated to launch in September 2005
- In keeping with its re-imaging plans, McDonald's will continue to provide a safe place for children to play by including additional active elements into its 5,000 PlayPlaces across the country
- Current McDonald's advertising engages children to be active by featuring Ronald McDonald and children enjoying active play
- McDonald's franchisees across the country sponsor physical activity and nutrition education programs. For example, McDonald's Active Achievers, in partnership with educators and nutrition and health experts, provide teachers and schools in Connecticut and Western Massachusetts with a fun approach to communicating with children and give educators ideas for physical activity and nutrition lessons that will help students develop an interest in eating right and staying active



### Food Choice

- Milk sales in an average McDonald's restaurant have doubled since the introduction of Happy Meal® Choices in 2004
- McDonald's is now the largest seller of apples in the foodservice industry with an estimated annual volume of 55 million pounds
- Happy Meal Choices (including white or chocolate milk jugs, 100% apple juice or Apple Dippers) are featured in all Happy Meal advertising



### Education

- Nutritional facts and tips on Happy Meal packaging launched in May 2005
- Nutritional information on trayliners and "McDonald's and You® Brochures" continue to be included in restaurants nationwide
- A comprehensive Web site, [www.goactive.com](http://www.goactive.com), includes relevant, balanced, active lifestyles tips and a Family Fitness Tool Kit

Menu Item	Calories	Total Fat	Total Carbohydrates	Protein
McDonald's USA Nutrition Facts for Popular Menu Items				