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McDonald's® Passport to Play™ Kicks Off in 31,000 U.S. Schools
Seven Million Children to Participate in National Physical Education Program

Oak Brook, IL (September 13, 2005) – McDonald's underscored its commitment to balanced, active lifestyles today by kicking off Passport to Play, a new in-school program that motivates children to be more active in unique and fun ways during grade school physical education classes. With Passport to Play, children will engage in playground games and physical activities from around the world, while learning more about the culture and country where the activities originate. Passport to Play is being activated in 31,000 U.S. schools, includes a national tour that will make stops at more than 90 schools and is expected to reach seven million school children this year.

The program was developed in partnership with Kaleidoscope Education Support Group, a company dedicated to bringing experiential learning programs to children, and the Kaleidoscope's Advisory Board of teachers and school administrators.

"McDonald's is building on our rich heritage of caring for the well-being of children and of supporting schools and our local communities," said Ken Barun, senior vice president of Balanced, Active Lifestyles, McDonald's Corporation. "We are partnering with third-party experts like the United States Olympic Committee, the National Association of Sport and Physical Education, and the Children's Nutrition Research Center to positively impact children's lives."

Passport to Play supports student learning as defined in the National Standards for Physical Education and is supported by the United States Olympic Committee (USOC) and the National Association of Sport and Physical Education (NASPE). The curriculum program includes activities from 15 countries including Australia, Congo, France, Holland, India and Thailand, among others.

"As educators, we owe it to our kids to give them both fun and educational experiences," said Charlene Burgeson, executive director of NASPE. "McDonald's Passport to Play is an enjoyable way to aid in children's growth physically and academically and reach our recommended goal of 60 minutes of daily activity for proper growth and development, as well as good health."

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Elementary school physical educators and district curriculum directors provided input and feedback on the development of Passport to Play. The program was also reviewed by physical activity experts at the Children's Nutrition Research Center at the Baylor College of Medicine in Houston.

Passport to Play kicked off today at James G. Blaine School in Chicago, and received endorsement from 327 school districts across the country, including the Chicago Public School District. The program includes a curriculum program for 3rd, 4th and 5th grade physical education teachers.

McDonald's Balanced, Active Lifestyles commitment, a comprehensive multi-year initiative announced in May 2004, focuses on menu variety and choice, nutrition literacy and sponsorship of physical activity. In addition to Passport to Play, McDonald's continues to promote balanced, active lifestyles as part of the "it's what i eat and what i do™...i'm lovin' it™" commitment. Initiatives underway since 2004 include:

Physical Activity:

- The **"Go Active!™ with Ronald McDonald®" Show** uses improvisation, music, and dance as Ronald engages children in fun physical activities to help them understand energy balance and the importance of being active. The show is slated to launch in September 2005.
- McDonald's will continue to provide a safe place for children to play by including additional active elements into U.S. restaurant **PlayPlaces**. **Currently, the U.S. has approximately 5,000 indoor and outdoor PlayPlace locations.**
- Current **McDonald's advertising** engages children to be active by featuring Ronald McDonald and children enjoying active play. Throughout 2005, McDonald's has run two-minute vignettes based on the Get Moving with Ronald McDonald Show™, which encourages children to get up and get active with Ronald.

Menu Variety & Choice:

- **Milk sales** in an average U.S. McDonald's restaurant have doubled since the introduction of low fat white and chocolate milk jugs.
- With the introduction of Apple Dippers, fresh slices of apples served with low fat caramel dipping sauce, McDonald's is now the **largest seller of apples** in the United States (according to the U.S. Apple Association) with an estimated annual volume of 54 million pounds.

- Happy Meal® Choices give parents the option of French fries, Apple Dippers, white or chocolate milk jugs, or 100% apple juice at no additional cost when purchasing a **Happy Meal**.

Nutrition Literacy:

- **Nutritional facts** on Happy Meal packaging launched in May 2005.
- **Nutritional information** on trayliners and “McDonald’s and You® Brochures” continues to be included in restaurants nationwide.
- A comprehensive Web site, www.goactive.com, includes relevant, balanced, active lifestyles tips and a Family Fitness Tool Kit.

McDonald's USA, LLC, is the leading foodservice provider in the United States serving a variety of wholesome foods made from quality ingredients to millions of customers every day. More than 80 percent of McDonald's 13,700 U.S. restaurants are independently owned and operated by local franchisees. For more information about McDonald's visit www.mcdonalds.com.

For press materials, images and logos please visit <http://www.mcdepk.com/passporttoplay>

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