

# Physical Activity

it's what i eat  
and what i do®



i'm lovin' it®

## **"it's what i eat and what i do® ...i'm lovin' it®"**

In March 2005, McDonald's® launched a major company initiative centered on a multi-faceted education campaign to help consumers better understand the keys to living balanced, active lives – "it's what i eat and what i do...i'm lovin' it." The theme underscores the importance of eating right and staying active and is seen in advertising and programming.

## **U.S. and Global Olympic Games Sponsorship**

As a long-time global sponsor of the Olympics, McDonald's will continue its worldwide Olympic Partnership through the 2012 Games.

In tandem with McDonald's "it's what i eat and what i do" campaign, teams of Olympic athletes, hopefuls and moms bring the effort to life in countries throughout the world. These role models, who can inspire young people and others through their compelling personal stories, share their perspective on how to achieve and maintain balanced, active lives.

## **Passport to Play™**

McDonald's underscored its commitment to children's well-being with the launch of Passport to Play in September 2005. Passport to Play is an in-school program that encourages children to be more active in unique and fun ways during grade school physical education classes. With Passport to Play, children engage in playground games and physical activities from around the world. At the same time, students are learning more about the culture and country where the activities originate.

The program was developed in partnership with the National Association of Sports and Physical Education, the U.S. Olympic Committee, 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.

## **"Go Active with Ronald" Show**

In fall of 2005, McDonald's launched a new "Go Active with Ronald" school show. This fast-paced 30-minute show teaches kids (grades K-6) how to "find their fun" through active play and improv. The show showcases music from the Ronald McDonald Video Series, as well as the song, "it's what i eat and what i do."

## **McDonald's® Go Active!® American Challenge**

In 2004, Bob Greene walked and bicycled across the U.S. (from Los Angeles to Washington, D.C. for 36 consecutive days) challenging Americans to commit to walking or other physical activities. The Challenge covered more than 3,000 miles through communities across the country and, by the end, an estimated 15 million Stepometers™ were distributed. Greene was joined during the Challenge by fitness guru Donna Richardson and former Miss Universe Alicia Machado to support McDonald's efforts of promoting balanced, active lifestyles.

As part of the 2005 Go Active! American Challenge, McDonald's renewed its relationship with Greene, offering customers a 60% discount on his new book, Total Body Makeover.

## **McDonald's All American® Girls and Boys High School Basketball Games**

With the boys' game approaching its 30th year, and the girls' game making big news in its sixth, this premiere high school basketball classic recognizes exceptional student athletes around the country for accomplishments both on and off the basketball court. Nearly \$6 million of net proceeds from the All American Games have gone to support Ronald McDonald House Charities to date.

## **goactive.com**

McDonald's has refreshed its GoActive.com website with a new look and feel focusing on moms and families. The website includes relevant, balanced, active lifestyles tips and a Family Fitness Tool Kit. The site also features a "Finding Your Balance" quiz that offers a global "pulse check" into the fitness and well being knowledge of consumers. High-profile athletes' stories, expert advice, consumer-friendly content and an innovative "virtual trainer" program also are featured.

