



## McDONALD'S® HAPPY MEAL® VIRTUAL WORLD FACT SHEET

- McDonald's Happy Meal Virtual World is a free interactive site that provides a fun, dynamic and safe digital experience.
- At the site, kids can create their own space and their own personal avatar, play games and interact with other members through a safe chat function.
- The virtual world will provide kids with fun games and activities that promote children's well-being by motivating kids to maintain their **Strength**, **Smarts** and **Spark** meters through online and offline activities.
  - The SMARTS meter measures activities that exercise the brain.
  - The STRENGTH meter measures activities that get the heart pumping.
  - The SPARK meter measures activities that get the spirit moving.
- A visitor to the virtual world can be anything they choose, including a pet, an animal, a kid or a creature.
- Fun destinations within the virtual world are always growing and currently include the Treehouse Forest, Uptown, Game Dome, Wacky-Ki Beach, Runamok Park, Sunken Treasure Cove and Space Place.
- The site is dynamic with content, news, destinations, games and activities refreshed every 3-4 weeks.

### **Happy Meal-Inspired Play Experiences**

- Just like Happy Meals bring favorite kids properties to life in restaurants and at home, the McDonald's Happy Meal Virtual World extends the fun online. Happy Meal properties will inspire new experiences and bring guest visitors into the site in unique and surprising ways during Happy Meal promotions.
- During the current Happy Meal promotion, *STAR WARS: THE CLONE WARS* Happy Meal, visitors have the chance to meet characters from the animated film and be guided through their adventures by Jedi Master Yoda who will challenge visitors to complete a set of quests while helping them earn unique rewards such as accessories for their avatar and points toward their Strength, Smarts and Spark meters.
  - The Jedi will exist in the virtual world until September 10.

### **Free Interactive Virtual World Where Kids Rule!**

- Kids can have fun and enjoy the virtual world experience online without a McDonald's purchase. There are no membership fees or monthly subscription fees.
  - Exclusive codes that come with each Happy Meal add additional fun by unlocking virtual items or unique experiences in the virtual world.
- The new world is also empowering kids to decide key features of the site and develop their own virtual world through the monthly Kids Vote polls.
  - The site name, voted on by kids, will be announced at the end of the *STAR WARS: THE CLONE WARS* Happy Meal promotion (September 10).

### **Kid Safety**

- The Happy Meal Virtual World strives to provide a safe environment for kids.
- The Happy Meal Virtual World does not collect any personally identifiable information.

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