

## MEDIA RELEASE

29 March 2010

# **Giant McDonald's Playland takes over Circular Quay Sydney** ***Everyday Australians get to play!***

**Sydney, 29<sup>th</sup> March 2010** – More than three stories high and taking up the entire forecourt of Customs House at Sydney's Circular Quay, Sydney office workers were this morning stunned at the sight of the biggest McDonald's Playland ever constructed as they made their daily commute to work.

The Playland has been opened up for the playing pleasure of more than 300 everyday Australians on Monday 29<sup>th</sup> and Tuesday 30<sup>th</sup> March as part of the filming of a McDonald's TV commercial. The largest single set ever built in Australia for a TV commercial, the Playland is double the size of those normally found in McDonald's restaurants around Australia at 10 metres high by 20 metres wide.

The massive structure is set to ignite intrigue among office workers and tourists alike as a dazzling world of slides that twist, turn and dip into a colourful ball pit; playful tunnels that wind and loop across a 20 metre area; and the fun of an adult-size aeroplane, helicopter and giant bus bring fun back to adults in the city.

"Adult life carries many restrictions so we want to remind people that McDonald's is still a place where you can have fun, be yourself and not be judged. A place where you feel like a kid again," said Helen Farquhar, Director of Marketing, McDonald's (ANZ). "This adult-sized Playland allows us to forget about the deadlines, budgets and stresses of life and just revel in this incredible childhood arcadia. And the best part is the McDonald's characters we loved as kids are back old school style giving us the opportunity to reclaim our childhood, to look at the world through younger eyes again and just lose ourselves – if only for a minute."

Set to reignite many childhood memories, passers by will also see a 3 metre tall Officer Big Mac checking the height of participants under his arm, Fillet-O-Fish bouncers, a retro Grimace cage and Hamburglar swing, as well as a Ronald McDonald bench reaching 2.5 metres in height – about double the size of an average Ronald bench found in McDonald's restaurants.

Taking eight weeks to build mostly by hand, the Playland set was constructed by Gregsets Pty Ltd, who have also worked on the set production for blockbuster movies such as *StarWars*, *Moulin Rouge* and *Australia*.

A combination of design ideas from the advertisement creators DDB, production house Revolver, Rhinoplay and renown art director Karen Murphy; the gigantic Playland set is based on those built in McDonald's restaurants today while including retro elements from the 1970's and 1980's

A launch date for the campaign is yet to be confirmed.

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**NOTE TO EDITOR:**

**About McDonald's Australia**

Australia's first McDonald's restaurant opened in Yagoona, Sydney, in 1971. Today there are over 800 McDonald's restaurants across Australia, 75 per cent of which are franchised and run by local business men and women. The organisation employs 85,000 people in restaurants and corporate offices Australia-wide, and is the largest employer of youth in the country. McDonald's creates more than 6,000 new jobs each year and spends over \$40 million per annum on training and people development. McDonald's suppliers export \$175 million worth of Australian products annually and its restaurants spend more than \$1.6 billion on food, packaging and other goods and services each year. For more information visit [www.mcdonalds.com.au](http://www.mcdonalds.com.au)