

# Media Release

## Aussie kids have a chance to win free trip to the Beijing Olympic Games

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Active Australian kids now have a chance to win a once-in-a-lifetime opportunity - a free trip to what is expected to be one of the biggest and most exciting sporting events in all time, the Beijing 2008 Olympic Games in August 2008.

The 'Champion Kids' competition, an initiative of McDonald's worldwide to celebrate the upcoming Olympic Games, is open to Australian kids between the ages of 6 to 14 years old who are registered with a sports club and/or are active in sports at school. It involves a game of skill, in which entrants need to answer in 25 words or less 'What it is you love most about your sports club?'

Champion Kids Ambassador and Former Olympic Swimmer, Ms Elka Graham said, "It was always my dream to represent Australia at the Olympic Games and I was thrilled to be able to live that dream at the Sydney 2000 Games. The Games is not only a motivator for athletes, it is a great motivator for kids when it comes to encouraging them to participate in sports.

Being physically active is important for everyone's well-being and the Champion Kids competition is a great way to reward kids for being active, while at the same time giving them an opportunity to experience another culture and enjoy the thrill of the Olympic Games.

There is much buzz about these Olympic Games and people are excited to discover China and to see firsthand how far the country has come," said Ms Graham.

The five Australian winners of the 'Champion Kids' competition will receive return airflights for themselves and their elected chaperone (from their nearest capital city in Australia to Beijing), accommodation, and an exclusive four day program in Beijing which will include attending events, meeting their hero athletes and experiencing the Chinese culture. The total prize value per winner is \$15,000.

"We have partnered with the Olympic Games for more than 30 years and while we know it is a great opportunity for us, we wanted to make the Beijing 2008 Olympic Games even more meaningful and personal for our customers," said Mr Toby Dewar, National Manager of Sponsorships, McDonald's Australia.

"The competition offers kids from all over the world the chance to experience the excitement and spirit of the Games in person and they will also get the opportunity to share their stories with their own countries and other children from around the world," said Mr Dewar.

The competition opens from 3 February 2008 and closes on 20 March 2008. Winners will be notified by phone and announced on Channel 7 Sunrise on 4 April 2008.

Kids can enter the competition online by visiting [www.mcdonalds.com.au](http://www.mcdonalds.com.au) .

It is anticipated that the Beijing Olympics will be the largest Olympic Games to date with an estimated 10,500 athletes getting ready to compete. The Games will run from 8 August to 24 August 2008.

**ENDS**

For more information please contact:

