



Media Release

Macca’s unites fans for FIFA Women’s World Cup 2023™ in Australia
Featuring world-first giant Macca’s Fries restaurant

17 July 2023, Australia: Macca’s is uniting football fans with a stream of interactive experiences taking place across the country, as part of its global sponsorship of the FIFA Women’s World Cup Australia & New Zealand 2023™.

The celebrations kick-off alongside the tournament this Thursday, 20 July, with the opening of the world’s first giant Macca’s Fries restaurant at Tumbalong Park in Darling Harbour, Sydney.

Standing close to five metres tall, the larger-than-life Macca’s Fries packet is equipped with a working restaurant serving up Macca’s iconic hot, crispy Fries to football fans within the FIFA Fan Festival™, as well as members of the public.

Medium Fries can be purchased and enjoyed alongside Macca’s limited-edition ‘Sauces of the World’ - Outback BBQ Sauce and Wasabi-flavoured Mayo Sauce - inspired by participating countries at the FIFA Women’s World Cup 2023™.

David Morris, Brand Manager for McDonald’s Australia, said: “We are excited to create unforgettable experiences for fans across the country at the FIFA Women’s World Cup 2023.

“Based in Darling Harbour, our giant Macca’s Fries, also known as the Fry-Thru, is the perfect spot for all football fans to come together to fuel up on our iconic Fries before or after a game.

“We look forward to bringing people together and uniting fans from across the world through our shared love of football and Macca’s.”

In addition to the Fries restaurant, there is Golden Arches of the World and an arrangement of comfortable communal seating that double as the perfect photo-opp.

Macca’s will also have a range of experiences outside stadiums across Sydney, Melbourne, Brisbane, Perth and Adelaide. Experiences on offer include Macca’s All Stars - an interactive photobooth that gives fans a collectable card, personalised by name, location, match and choice of a skill, alongside Macca’s Swings.

To continue the football celebrations in restaurants, Macca’s will shine a light on the greatness of women’s football with the new Panini Football Stickers Happy Meal. Fans will be able to build their own dream team with one of 12 double-sided posters and mix of five stickers, available in all restaurants nationwide from now until Wednesday, 23 August.

Macca’s experiences and locations during the FIFA Womens World Cup 2023™

State	Experience(s)	Location
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NSW	Fries restaurant Macca's Swings Golden Arches of the World	FIFA Fan Festival, Tumbalong Park, Darling Harbour, Sydney
NSW	Macca's All Stars Golden Ball Arches	Stadium Australia, Sydney Sydney Football Stadium, Sydney
VIC	Macca's All Stars Macca's Swings &	Rectangular Stadium, Melbourne
WA	Macca's All Stars Macca's Swings	Rectangular Stadium, Perth
QLD	Macca's All Stars Macca's Swings	Lang Park, Brisbane
SA	Macca's All Stars Macca's Swings	Hindmarsh Stadium, Adelaide

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About McDonald's Australia

Australia's first McDonald's restaurant opened in Yagoona, Sydney, in 1971. Today there are over 1,025 McDonald's restaurants across Australia, nearly 85 percent of which are franchised and run by local businessmen and women. The organisation employs more than 110,000 people in restaurants and corporate offices Australia-wide and is the largest employer of youth in the country. McDonald's creates more than 3,000 new jobs each year and spends over \$40 million per annum on training and people development.

For more information, visit www.mcdonalds.com.au or McDonald's social channels: [Facebook](#), [Twitter](#), [Instagram](#), [TikTok](#) or [YouTube](#).

About McDonald's sponsorship of FIFA

McDonald's is a proud supporter of football and has been a sponsor of FIFA through its tournaments since 1994.

This year, McDonald's and FIFA renewed their long-standing collaboration through the FIFA Women's World Cup Australia & New Zealand 2023™ and the FIFA World Cup 2026™.

The renewed collaboration will see McDonald's continuing to support FIFA through its flagship tournaments as the "Official Restaurant Sponsor", as well as having exclusive naming rights to the FIFA Fair Play Award, which is presented to the team with the best record of fair play during each tournament.

About FIFA Women's World Cup Australia & New Zealand 2023™

The FIFA Women's World Cup Australia & New Zealand 2023™ will be the ninth FIFA Women's World Cup™ in history. The stage is set for the biggest and best tournament yet, with a record 32 nations competing in ten Stadiums in nine welcoming and exciting host cities. FIFA is targeting 1.3 million ticket sales and 1.5 million attendees, as well as 2 billion people across the globe engaging with the tournament



across an array of platforms and devices. The Final will be held at the iconic Stadium Australia in Sydney/Wangal on Sunday, 20 August 2023.