



## MEDIA RELEASE

### Macca's launches limited-edition Budgy Smuggler range

**Wednesday 5 January 2022:** Jumping into 2022 with a splash, Macca's has teamed up with Australia's most iconic swimwear brand, Budgy Smuggler, to bring the golden arches to life for summer.

Available from Saturday 8 January, the limited-edition range features three exclusive prints inspired by Macca's world-famous burgers and fries.

The collection includes the traditional Australian-made male 'Smugglers' and female one-piece and two-piece 'Smugglettes', as well as bucket hat designs.

**Liz Whitbread, Senior Brand Manager, McDonald's Australia**, said: "We are so excited to bring together two great Aussie icons to create the ultimate summer uniform.

"Whether it's lounging on one of Australia's iconic beaches or dipping in and out of the pool, this summer is all about doing things we love with people we love.

"The limited-edition range of swimwear is bold, fun and eye-catching, perfect for enjoying the summer season in style."

Macca's limited-edition Budgy Smuggler range is available from \$55 exclusively at Budgy Smuggler stores and [online](#) from Saturday 8 January 2022, until stocks last.

The Budgy Smuggler partnership is the latest announcement from Macca's summer campaign.

This follows the launch of the Tim Tam McFlurry, Chicken Big Mac, Big Mac Bacon, Onion Rings with BBQ Sauce, and Macca's Spend \$10 & Win promotion, which rewarded Aussies with over \$23 million worth of prizes last month.

From December until mid-February, Macca's customers will be given countless reasons to celebrate summer with a range of iconic brand partnerships, collaborations, promotions and new menu items.

For more information visit: [www.mcdonalds.com.au](http://www.mcdonalds.com.au) or [www.facebook.com/McDonaldsAU](http://www.facebook.com/McDonaldsAU).

**ENDS**

**Pricing details:**

- Men's - \$60
- Women's bottoms - \$55
- Women's tops - \$55
- Women's one piece - \$90

**For more information, please contact Mango Communications:**

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**About McDonald's Australia:**

Australia's first McDonald's restaurant opened in Yagoona, Sydney, in 1971. Today there are over 1,000 McDonald's restaurants across Australia, nearly 85 percent of which are franchised and run by local businessmen and women. The organisation employs more than 105,000 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](http://www.mcdonalds.com.au) or McDonald's social channels: [Facebook](#), [Twitter](#), [Instagram](#), [TikTok](#) or [YouTube](#).