



MEDIA ALERT – NATIONAL CHEESEBURGER DAY

CHEESIE LOVERS REJOICE THIS CHEESEBURGER DAY

SYDNEY, 18 September 2017 Today, Macca's is celebrating National Cheeseburger Day by giving away 100,000 Cheeseburger gifts* via the mymacca's mobile ordering app.

Aussies will be able to unlock this tasty treat via the mymacca's app when they make any purchase. Cheeseburger fans will simply need to check My Rewards to claim their burger... What better way to cure Mondayitis?

The humble cheeseburger is a long-time fan favourite, and is among the most popular items ordered through the mymacca's app, which launched nationally in Australia in June 2017

Download the mymacca's app on iOS via the Apple App Store and Android via Google Play to make sure you're ready on National Cheeseburger Day and look out for your tasty surprise this Cheeseburger Day.

ENDS

Notes to editors / *T&C's:

- This offer is available nationally via the mymacca's app as a gift with any purchase from 10:30am on 18 September, while stocks last.
- Limited to one per customer account
- This offer will run from 10:30am until 11:59pm AEST on 18 September 2017 and is exclusive to customers using the mymacca's app

About McDonald's Australia

Australia's first McDonald's restaurant opened in Yagoona, Sydney, in 1971. Today there are over 950 McDonald's restaurants across Australia, 80 per cent of which are franchised and run by local businessmen and women. The organisation employs more than 100,000 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 Australian goods and services each year.

For more information visit www.mcdonalds.com.au or <https://www.facebook.com/McDonaldsAU>.

McDonald's is also on Twitter – check us out at <https://twitter.com/maccas>.

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