



## MEDIA RELEASE

### ***Macca's MONOPOLY Game is back bigger and better than ever*** **MACCA'S PASSES GO WITH NEW LIMITED EDITION MONOPOLY TOKENS**



**6 September 2017:** Back bigger and better than ever, this year's MONOPOLY Game at Macca's is giving players a 1 in 5 chance of winning instantly from a pool of 30 million prizes, valued at \$276 million – the biggest prize pool to date.

MONOPOLY has been a favourite of Macca's customers for many years and from Wednesday players can head in to restaurants across the country for a 1 in 5 chance to win instantly.

Also returning this year, is the Monopoly Game at Macca's app. The app (compatible with Android and Apple) doubles as a virtual game board allowing players to scan and stash all of their property cards. While the player's 'stash' becomes a digital wallet for both major prizes and instant win food offers that you can swipe-to-redeem in restaurant at any McDonald's.

This year also has an added surprise, with Macca's putting its own twist on the world's favourite board game with the release of eight limited edition game piece tokens!

Inspired by much-loved Macca's menu items and celebrating the \$276 million dollar prize pool, just 276 sets of the new MONOPOLY game piece tokens will be available to win from 7 September 2017.

With more than a billion people having played the MONOPOLY Game worldwide, Aussies can now increase their appetite for victory and play with game piece tokens like *French fries*, *Chicken McNuggets*, *Hash Browns* and the much loved *Big Mac*, available to win as part of a limited edition set.

"We're thrilled to have MONOPOLY at Macca's return in-restaurants and offer customers a 1 in 5 chance to win part of our biggest prize pool to date " Jenni Dill, Chief Marketing Officer, McDonald's Australia, says. "Just like the tokens, Aussies have a favourite Macca's menu item, so to celebrate the \$276 million dollar prize pool, we're excited to release this limited edition set of tokens and treat some of our lucky customers to such a fun giveaway."



Tiffany Vibert, Brand Manager for Games, Hasbro Australia, said: “The popularity of MONOPOLY at Macca’s showcases the love Aussies have for the board game. This year we’re thrilled to have worked with McDonald’s to introduce the limited edition MONOPOLY tokens. We hope Aussies continue to play the board game with even more fun and enthusiasm.”

The new limited edition tokens will be available to win from 6 September until 17 October 2017. For a chance to win one of 276 sets of McDonald’s MONOPOLY tokens, customers simply need to visit [maccasplay.com.au/WinTokens](http://maccasplay.com.au/WinTokens) and enter their details\* to be in with a chance.

**-ENDS-**

## **NOTES TO EDITORS**

### *MONOPOLY facts*

- The first MONOPOLY Game made its debut in 1935 and is currently published in 47 languages and sold in 114 countries
- The current standard MONOPOLY Game includes eight tokens: battleship, top hat, Scottie dog, racecar, thimble, boot, cat, and wheelbarrow
- The MONOPOLY 80th Anniversary Edition Game which was released in 2014, features one iconic token from each of its eight decades, including the bathtub, locomotive, money bag, cat, cannon, cavalry, and MONOPOLY World Championships trophy
- The last time a player from Australia won the MONOPOLY World Championships was in 1983 (Greg Jacobs)

\*Competition T&Cs can be found: [INSERT LINK]

### *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](http://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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