



## MEDIA ALERT

### MACCA'S LAUNCHES POKÉMON HAPPY MEAL

**7 September 2021, Australia:** Following huge excitement overseas, the limited-edition Pokémon Happy Meal range is hitting Aussie McDonald's restaurants from Thursday, 9 September.

In celebration of Pokémon's 25<sup>th</sup> anniversary, fans will be treated to four official Pokémon Trading Card Game cards in every Macca's Pokémon Happy Meal, with 25 to collect in the series.

Customers will also receive either a Pokémon sticker sheet, Pokémon stickers, Pokémon photo frame or card box with every Happy Meal purchase.

Liz Whitbread, Senior Brand Manager, McDonald's Australia, said: "In response to high customer demand, we are thrilled to be launching the limited-edition Pokémon Happy Meal range, giving customers the opportunity to celebrate Pokémon's 25<sup>th</sup> anniversary.

"This has been our most requested Happy Meal collaboration to date, with customers of all ages embracing the excitement of the range.

"There is so much love for Pokémon in Australia and we can't wait for our customers to have the chance to discover the fun of Pokémon in their Happy Meal."

The limited-edition Pokémon Happy Meal range will be available from Thursday, 9 September while stocks last in all restaurants nationwide including via Drive-Thru, McDelivery and the MyMacca's App.

All customers must follow local COVID-19 Government guidelines when purchasing this meal, and McDonald's encourages the use of Drive-Thru and McDelivery where possible.

### ENDS

**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 [www.facebook.com/McDonaldsAU](https://www.facebook.com/McDonaldsAU). McDonald's is also on Twitter – check us out at [twitter.com/maccas](https://twitter.com/maccas)

**About Pokémon:**

The Pokémon Company International, a subsidiary of The Pokémon Company in Japan, manages the property outside of Asia and is responsible for brand management, licensing and marketing, the Pokémon Trading Card Game, the animated TV series, home entertainment, and the official Pokémon website. Pokémon was launched in



Japan in 1996 and today is one of the most popular children's entertainment properties in the world. For more information, visit [www.pokemon.com](http://www.pokemon.com).