



## MEDIA ALERT

### Slam dunk!

## Macca's launches *Space Jam: A New Legacy* Happy Meal toys

**21 July 2021, Australia:** It's game time! Macca's has been drafted to join the ultimate ball squad, teaming up with LeBron James, Bugs Bunny, Lola Bunny, Taz and the whole Looney Tunes gang to launch exclusive *Space Jam: A New Legacy* Happy Meal toys.

In celebration of the newly released movie, *Space Jam: A New Legacy*, fans will be able to collect 14 limited-edition Happy Meal toys featuring LeBron James and their favourite Looney Tunes characters in all Macca's restaurants from Thursday, 22 July.

To accompany the new toys and give fans something to munch on, Macca's will also be introducing Carrot Sticks to Happy Meal menus from Thursday, 22 July.

Receiving the slam dunk of approval from Bugs Bunny, the Carrot Sticks equate to one serve of vegetables and will be a permanent addition to Happy Meals, alongside Apple Slices.

Liz Whitbread, Senior Brand Manager, McDonald's Australia, said: "We are excited to be launching this new range of Happy Meal toys, featuring LeBron James and all your favourite Looney Tunes characters dribbling, dunking and showing off their basketball skills.

"Appealing to all Aussies, young and old, the toys will tap into nineties nostalgia and give Aussies the chance to collect some of their much-loved Looney Tunes characters.

"We will also be introducing Carrot Sticks to provide healthier Happy Meal options and greater choice for the whole family to enjoy"

The *Space Jam: A New Legacy* Happy Meal toys will be available from 22 July until 8 September in all restaurants nationwide including takeaway, drive-thru, McDelivery and via the MyMacca's App. The Carrot Sticks will be permanently available from 22 July.

**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 Space Jam: A New Legacy**

Basketball champion and global icon LeBron James goes on an epic adventure alongside timeless Tune Bugs Bunny with the animated/live-action event *Space Jam: A New Legacy*, from director Malcolm D. Lee. This transformational journey is a manic mashup of two worlds that reveals just how far some parents will go to connect with their kids. When LeBron and his young son Dom are trapped in a digital space by a rogue A.I., LeBron must get them home safe by leading Bugs, Lola Bunny and the whole gang of notoriously undisciplined Looney Tunes to victory over the A.I.'s digitized champions on the court. It's Tunes versus Goons in the highest-stakes challenge of his life, that will redefine LeBron's bond with his son and shine a light on the power of being yourself.

James stars alongside Oscar nominee Don Cheadle, Khris Davis, Sonequa Martin-Green, newcomer Cedric Joe, Jeff Bergman, Eric Bauza, and Zendaya. Lee directed from a screenplay by Juel Taylor & Tony Rettenmaier & Keenan Coogler & Terence Nance and Jesse Gordon and Celeste Ballard, story by Juel Taylor & Tony Rettenmaier & Keenan Coogler & Terence Nance and Terence Nance. Based on *Space Jam*, written by Leo Benvenuti & Steve Rudnick and Timothy Harris & Herschel Weingrod. The film's producers are Ryan Coogler, LeBron James, Maverick Carter and Duncan Henderson, and the executive producers are Sev Ohanian, Zinzi Coogler, Allison Abbate, Jesse Ehrman, Jamal Henderson, Spencer Beighley, Justin Lin, Terence Nance and Ivan Reitman.

Warner Bros. Pictures Presents a Proximity/The SpringHill Company Production, a Malcolm D. Lee Film, "Space Jam: A New Legacy." The film will be distributed worldwide by Warner Bros. Pictures.

*Space Jam: A New Legacy* is now showing in cinemas.