



MEDIA ALERT

MACCA'S LAUNCHES LIMITED-EDITION RONALD MCDONALD FUNKO POP! AVAILABLE FROM WEDNESDAY, 11 AUGUST

10 August 2021, Australia: Bringing a little glam to the golden arches, Macca's is launching a limited-edition, glitter-encrusted Ronald McDonald Funko Pop! figurine, available after 10.30am from Wednesday, 11 August at McDonald's restaurants in Australia.

Giving customers another way to celebrate Macca's 50-year milestone in Australia, the limited-edition collector's item will be available for purchase for \$20, with all profits going towards Ronald McDonald House Charities (RMHC).

The Ronald McDonald Funko Pop! will be exclusively available via McDonald's Drive-Thru nationwide from Wednesday, 11 August until stocks last, with a limit of one Funko Pop! purchase per transaction.

Amanda Nakad, Marketing Director, McDonald's Australia, said: "We are so excited to be teaming up with iconic collectibles brand, Funko, to introduce an exclusive, limited-edition Ronald McDonald Funko Pop! to raise much-needed funds for RMHC.

"All profits from the sale of our unique Ronald McDonald Funko Pop! will help RMHC continue to care for seriously ill and injured children and their families across Australia.

"We know Aussies love their Macca's limited-edition collectibles, so we look forward to introducing the Ronald McDonald Funko Pop! to give customers another way to celebrate and remember our 50th anniversary in Australia."

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

ENDS

RRP: \$20.00 (all profits donated to Ronald McDonald House Charities Australia).

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 or www.facebook.com/McDonaldsAU McDonald's is also on Twitter – check us out at twitter.com/maccas