



## MEDIA ALERT

### EVERYONE WINS WITH THE LAUNCH OF MACCA'S MINI GAMES

**Australia, January 2020:** From Wednesday, McDonald's is giving Australians the chance to win instant prizes like a free Big Mac, fries or sundae, via the launch of Macca's Mini Games. The easy to play Mini Games will be available throughout February on the mymacca's app.

Macca's Mini Games offers three gameplays that customers can explore to win a free or discounted menu item. These fun, quick and easy to experience games include:

- *Totes A-Maze* with a goal to navigate a labyrinth made of fries;
- *Lucky Dip* with a goal to dunk a giant Chicken McNugget into one of Macca's iconic sauces; and
- *Mini Mini Golf* with a goal to score a hole-in-one off a put-put golf tee.

For a game requiring a little more skill, and with VISA cash prizes on offer, there is also *Macca's Run*, a race against time where the player runs through a McDonald's-themed obstacle course. To access this game, customers simply need to make a purchase in the mymacca's app.

To start winning their favourite Macca's menu items, customers can download the mymacca's app, play Macca's Mini Games and then head into their nearest McDonald's restaurant to redeem prizes daily.

Brent Clarke, Director of Digital at McDonald's Australia said, "We know our customers love interacting with us in the mymacca's app, and believe this fun, limited-time addition to our app is going to be a hit.

"We're excited to launch the unique gamified experience, Macca's Mini Games, where everyone who plays comes away a winner."

Macca's Mini Games is available through the mymacca's app for new and existing users. The mymacca's app is available for download on iOS via the Apple App Store and Android via Google Play.

**-ENDS-**

**For more information, please contact Mango Communications:**

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**Notes to Editors:**

**Maccas Mini Games Prizes to be won:**

- Regular Sundae
- Small Fries
- McCafe Small Coffee
- Big Mac
- McChicken



- Hash Brown
- Chesseburger
- McFlurry
- Large Shake
- Quarter Pounder
- Chicken McNuggets, 10 pieces
- Chicken McNuggets, 6 pieces
- Filet-O-Fish
- Small 10-piece Chicken McNugget Value Meal
- Small Big Mac Value Meal and a Cheeseburger

### **About McDonald's Australia**

Australia's first McDonald's restaurant opened in Yagoona, Sydney, in 1971. Today there are over 980 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)