

## Media Release

### Macca's serves up \$1 McChicken for one day only

**24 April 2023, Australia:** Macca's is celebrating the middle child of its menu – the McChicken – with a \$1 deal on Wednesday 26 April, available exclusively via the MyMacca's app.

**Tim Kenward, Marketing Director for McDonald's Australia said:** "The McChicken is the middle child of our menu, often overshadowed by its siblings the Big Mac and Cheeseburger.

"Because every middle child deserves a little celebration, we're showing mid kids just how special they are with an exclusive one day only deal on Wednesday via the MyMacca's app, featuring our very own middle child, the McChicken.

"Mid kids, now is your time to shine. Shout yourself a \$1 McChicken, because that's what we call a middle child celebration."

The delicious McChicken features 100% Aussie RSPCA Approved quality chicken breast, cooked in a crispy seasoned tempura coating. Topped with 100% Aussie crisp lettuce and creamy McChicken Sauce, between a sesame seed bun – it's a hard to beat classic.

The \$1 McChicken offer is available from 10:30 AM – 11:59 PM on Wednesday 26 April, available exclusively via the MyMacca's app at participating restaurants.

The MyMacca's app can be used at drive thru, kiosk or front counter and customers can earn 100 loyalty points for every dollar spent on eligible food and drink purchases. Once customers receive 2,500 points or more, they can redeem their rewards on a range of menu favourites such as McCafé coffees, Cheeseburgers, Fries and Big Macs.

For more information visit: <https://mcdonalds.com.au/menu/mcchicken><sup>®</sup>

### Ends

#### Notes

Offer entitles you to a \$1 McChicken. Redeem the offer by applying it to your mobile order in the MyMacca's<sup>®</sup> app. Offer expires 11:59 PM (local time), 26/04/23. Cannot be used with any other offer. Limit of one offer per person. Offer must be used in a single transaction. This offer must not be distributed or redeemed by a child under 15 years. Available after 10:30 AM at participating restaurants only. Not redeemable via McDelivery<sup>®</sup>. Offer may be revoked for any reason in McDonald's ultimate discretion.

#### Media Enquiries

Sarah Meenan | [sarah.meenan@thisismango.com.au](mailto:sarah.meenan@thisismango.com.au) | 0434 672 260

Marina Kovacevic | [marina.kovacevic@thisismango.com.au](mailto:marina.kovacevic@thisismango.com.au) | 0450 500 257

#### About McDonald's Australia

Australia's first McDonald's restaurant opened in Yagoona, Sydney, in 1971. Today there are over 1,025 McDonald's restaurants across Australia, nearly 85 percent of which are franchised and run by local businessmen and women. The organisation employs more than 110,000 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 McDonald's social channels: [Facebook](#), [Twitter](#), [Instagram](#), [TikTok](#) or [YouTube](#).