



## **MEDIA ALERT**

### **MONOPOLY AT MACCA'S IS BACK IN A BIG WAY! JUMBO MONOPOLY PIECES POPPING UP ACROSS AUSTRALIA**

**Sydney, Tuesday 4th September 2018:** Monopoly at McDonald's is back, to celebrate its launch giant, two metre high Monopoly playing pieces will pop up in five locations around Australia. Each larger than life playing piece will give Macca's fans the chance to win instant Macca's menu items.

Aussies will have the chance to take a selfie with a jumbo Battleship piece docked at Circular Quay, look up to the loveable Scottie Dog piece at Federation Square in Melbourne and Rundle Mall in Adelaide or catch the four metre long, iconic Race Car before it drives away at Parramatta Westfield in Sydney and Queen Street Mall in Brisbane.

Adding to the fun, the playing pieces will be covered from top-to-bottom in McDonald's Monopoly stickers, giving fans the opportunity to 'peel and reveal' for a one in five chance of an instant menu item win. Winners can redeem their prize at any Macca's restaurant across Australia.

The official Monopoly at Macca's game kicks-off nationally in restaurants from the 5<sup>th</sup> September until the 16<sup>th</sup> October with prizes including Suzuki Vitaras, Ultimate Alienware gaming set-ups, OzSale gift vouchers, Weber Genesis barbecues and millions more prizes to be won. For more information and for full T&C's go to [maccasplay.com.au](http://maccasplay.com.au).

**WHAT:** Jumbo Monopoly playing pieces and the chance to win Macca's menu item prizes

#### **WHEN AND WHERE:**

- **Circular Quay**, Ferry Terminal, Wednesday 5 September, 8:00AM – 6:00PM, the Battleship
- **Parramatta**, Westfield, Thursday 6 September, 8:00AM – 6:00PM, the Race Car
- **Melbourne**, Federation Square, Friday 7 September, 8:00AM – 6:00PM, the Scottie Dog
- **Brisbane**, Queen Street Mall, Saturday 8 September, 8:00AM – 6:00PM, the Race Car
- **Adelaide**, Rundle Mall, Sunday 9 September, 8:00AM – 6:00PM, the Scottie Dog

**T&C's:** One 'peel and reveal' available for one person per day at a first come first serve basis

**-ENDS-**

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

Australia's first McDonald's restaurant opened in Yagoona, Sydney, in 1971. Today there are over 950 McDonald's restaurants across Australia, 80 per cent of which are franchised and run by local businessmen and women. The organisation employs more than 100,000 people in restaurants and corporate offices Australia-wide and is the largest employer of youth in the country. McDonald's creates more than 6,000 new jobs each year and spends over \$40 million per annum on training and people development. McDonald's suppliers export \$175 million worth of Australian products annually and its restaurants spend more than \$1.6 billion on food, packaging and other Australian goods and services each year. For more information visit [www.mcdonalds.com.au](http://www.mcdonalds.com.au) or <https://www.facebook.com/McDonaldsAU>.