



MEDIA ALERT

MACCA'S CELEBRATES NATIONAL CHEESEBURGER DAY WITH FREE GIVEAWAY

Australia, Monday 17th September 2018: This year, Macca's is making National Cheeseburger Day bigger and better than ever before by giving away up to 200,000 FREE Cheeseburgers via the mymacca's app.

Since the launch of the All Day Menu last month, Aussies have been enjoying Cheeseburgers around the clock and there won't be an exception for National Cheeseburger Day with the offer starting from 12am on Tuesday 18th of September.

New and current users will need to check their My Rewards on the mymacca's app to claim their Cheeseburger, on the house.

The mymacca's app is available for download on iOS via the Apple App Store and Android via Google Play.

ENDS

Notes to editor:

- Only one Cheeseburger per customer
- This offer is available nationally via the mymacca's app from 12.00am AEST on 18 September, while stocks last
- Offer is exclusive to customers using the mymacca's app

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. For more information visit www.mcdonalds.com.au or www.facebook.com/McDonaldsAU. McDonald's is also on Twitter – check us out at <https://twitter.com>