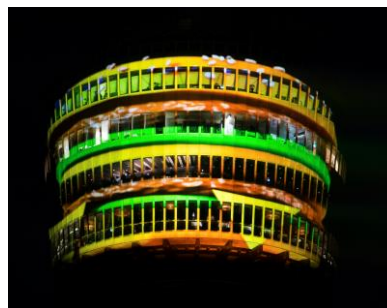
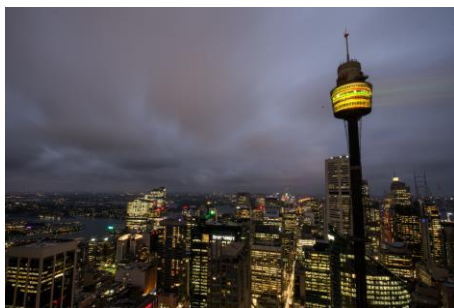




MEDIA ALERT

MACCA'S LIGHTS UP THE SYDNEY SKYLINE WITH THE ICONIC BIG MAC



Australia, Wednesday 31st October 2018: Tonight, McDonald's Australia has transformed Westfield Sydney Tower by projecting a Big Mac pictogram onto it, turning one global icon into another.

The projection which sits 268 metres above the city, marked Macca's launching 30 days of mouth-watering deals throughout November via the mymacca's app and the very first offer, the Big Mac for only \$2.

Jo Feeney, Marketing Director, McDonald's Australia says, "It's no secret Aussies love a Big Mac. So we thought we'd celebrate tomorrow's very first November deal, Big Macs for only \$2, with a larger-than-life projection of the iconic burger onto the famous Westfield Sydney Tower."

Not-to-be missed daily offers include a Large Sundae for only \$1, \$1.50 for a Chicken and Cheese, \$8 for a 24 pack of Chicken McNuggets and \$1 Large Fries, plus many more.

The 30-days of deals offer will be available through the mymacca's app to new and existing users and can be redeemed in restaurants nationwide. The mymacca's app is available for download on iOS via the Apple App Store and Android via Google Play.

ENDS

Notes to editors:

McDonald's and Westfield Sydney would like to acknowledge the cooperation of Sydney Tower Dining, for their support of this unique projection.

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 <https://www.facebook.com/McDonaldsAU>. McDonald's is also on Twitter – check us out at <https://twitter.com/>