



Macca's launches *Minions: The Rise of Gru* Happy Meal toys

McDonald's Australia is launching exclusive *Minions: The Rise of Gru* Happy Meal toys, for a limited time only.

21 June 2022, Australia: Prepare to go bananas! Macca's is launching exclusive *Minions: The Rise of Gru* Happy Meal toys, for a limited time only.

In celebration of the theatrical release of Illumination's *Minions: The Rise of Gru* on 23 June, fans will be able to collect 12 limited-edition Happy Meal toys featuring their favourite Illumination Minions characters from Thursday, 16 June.

Inspired by the mischievous mayhem of the Minions, the toy range 'Minions on the Move' features toys that are ready for take-off—chasing, spinning or flying their way out of local Macca's restaurants and into the homes of ultimate fans.

Liz Whitbread, Senior Brand Manager, McDonald's Australia, said: "We are excited to be launching this new range of Happy Meal toys, featuring all the fan-favourite Minions characters that we know and love. They're one-in-a-Minion, and we know Happy Meal fans are going to go crazy for them."

The *Minions: The Rise of Gru* Happy Meal toys will be available in all restaurants nationwide, via the MyMacca's App and McDelivery from 16 June until 3 August 2022. Across the seven weeks, two new Minion toys will be released every week.

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About McDonald's Australia

Australia's first McDonald's restaurant opened in Yagoona, Sydney, in 1971. Today there are over 1,000 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.

About Illumination's *Minions: The Rise of Gru*

This summer, from the biggest global animated franchise in history, comes the origin story of how the world's greatest supervillain first met his iconic Minions, forged cinema's most despicable crew and faced off against the most unstoppable criminal force ever assembled in *Minions: The Rise of Gru*.

Long before he becomes the master of evil, Gru (Oscar® nominee Steve Carell) is just a 12-year-old boy in 1970s suburbia, plotting to take over the world from his basement.

It's not going particularly well. When Gru crosses paths with the Minions, including Kevin, Stuart, Bob, and Otto—a new Minion sporting braces and a desperate need to please—this unexpected family joins forces. Together, they build their first lair, design their first weapons, and strive to execute their first missions.

When the infamous supervillain supergroup, the Vicious 6, oust their leader—legendary martial arts fighter Wild Knuckles (Oscar® winner Alan Arkin)—Gru, their most devoted fanboy, interviews to become their newest member. The Vicious 6 is not impressed by the diminutive, wannabe villain, but then Gru outsmarts (and enrages) them, and he suddenly finds himself the mortal enemy of the apex of evil. With Gru on the run, the Minions attempt to master the art of kung fu to help save him, and Gru discovers that even bad guys need a little help from their friends.

Featuring more spectacular action than any film in Illumination history and packed with the franchise's signature subversive humor, *Minions: The Rise of Gru* stars a thrilling new cast, including, the Vicious 6: Taraji P. Henson as cool and confident leader Belle Bottom, whose chain belt doubles as a lethal disco-ball mace; Jean-Claude Van Damme as the nihilistic Jean Clawed, who's armed (literally) with a giant robotic claw; Lucy Lawless as Nunchuck, whose traditional nun's habit hides her deadly nun-chucks; Dolph Lundgren as Swedish roller-skate champion Svengance, who dispenses his enemies with spin kicks from his spiked skates; and Danny Trejo as Stronghold, whose giant iron hands are both a menace to others and a burden to him.

The film also stars Russell Brand as Young Dr. Nefario, an aspiring mad scientist, Michelle Yeoh as Master Chow, an acupuncturist with mad kung fu skills, and Oscar® winner Julie Andrews as Gru's maddeningly self-absorbed mom.

Steered by the franchise's original creators, *Minions: The Rise of Gru* is produced by visionary Illumination founder and CEO Chris Meledandri and his longtime collaborators Janet Healy and Chris Renaud. The film is directed by returning franchise filmmaker Kyle Balda (*Despicable Me 3*, *Minions*), co-directed by Brad Ableson (*The Simpsons*) and Jonathan del Val (*The Secret Life of Pets* films), and features the iconic voice of Pierre Coffin as the Minions and a killer '70s soundtrack courtesy of legendary Grammy-winning music producer Jack Antonoff.

About Illumination

Illumination, founded by Academy Award® nominee Chris Meledandri in 2007, is one of the entertainment industry's leading producers of event-animated films, including *Despicable Me*, the most successful animated franchise in cinematic history. The company's releases include two of the top 10 animated films of all time, and its iconic, beloved franchises—infused with memorable and distinct characters, global appeal and cultural relevance—have grossed more than \$6.4 billion worldwide.

Illumination, which has an exclusive financing and distribution partnership with Universal Pictures, is the creator of the world of *Despicable Me*. The franchise includes *Minions*, the fourth-highest-grossing animated film of all time and the most profitable film in Universal's history, as well as the Academy Award®-nominated *Despicable Me 2* and *Despicable Me 3*, which made more than \$1 billion at the global box office.

Illumination has launched two additional original franchises that have captivated audiences worldwide. The first *Secret Life of Pets* film achieved the best opening for an original movie, animated or otherwise, in U.S. history, and the studio followed that success in 2019 with *The Secret Life of Pets 2*. Illumination's smash hit, *Sing*, has now become the studio's latest global franchise with *Sing 2* in December 2021. In addition, Illumination's *Dr. Seuss's The Grinch* continues to hold the record for the biggest opening weekend of any Christmas-themed movie in history. Illumination's upcoming films include *Minions: The Rise of Gru* on July 1, 2022 and a new Super Mario Bros. film in April 2023.

About Universal Pictures

Universal Pictures is a division of Universal Studios (www.universalstudios.com). Universal Studios is part of NBCUniversal. NBCUniversal is one of the world's leading media and entertainment companies in the development, production and marketing of entertainment, news and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group and world-renowned theme parks. NBCUniversal is a subsidiary of Comcast Corporation.