



## ATTENTION MACCA'S FANS WANT TO WIN A MONEY-CAN'T-BUY MACCA'S EXPERIENCE?

**26 July 2022, Australia:** Have you ever wanted to step inside Macca's HQ and be the first to try exciting new products before they hit restaurants? Or have access to exclusive, limited-edition Macca's merch?

Well Macca's superfans, get your best filters ready. The Golden Arches is putting the call out for fans to show how they enjoy a winter night in with Macca's, to go into the draw to win exclusive prizes.

All you have to do is post a video unboxing your McDelivery order on Tik Tok or Instagram between 26 July – 8 August, use #maccasnightinfluencer and tag @mcdonaldsau plus three friends you'd like to enjoy a winter night in with.

There are ten money-can't-buy experiences up for grabs for the most impressive, Influencer-worthy, videos. The person who posted the video will get to experience a behind-the-scenes tour of Macca's HQ, including the opportunity to try secret new menu items and some fan favourites that are no longer available.

They will also receive a \$150 McDelivery discount voucher and exclusive Macca's merch, including Golden Arches themed socks, beanie, scarf, loungewear, blanket and more.

Tim Kenward, McDonald's Australia Marketing Director said, "Winter is all about staying indoors with good food and good company.

"We are excited to give our loyal brand fans the chance to win one of our most exciting and unique prizes yet.

"All you need to do is channel your inner Influencer and flex those unboxing skills to show us your perfect winter night in with Macca's. What are you waiting for? Grab that camera and show us what you've got!"

This campaign follows the launch of Macca's new winter menu, including the Mighty Angus, Crème Brûlée McFlurry, Crème Brûlée Pie and Mozarella sticks.

### How to enter:

- Post a video unboxing your Winter Night In McDelivery order on TikTok or Instagram
- Use #maccasnightinfluencer
- Tag @mcdonaldsau and three friends you'd want to share it with
- Entries open from 12.01am AEST on Tuesday, 26 July and close at 11.59pm AEST on Sunday, 7 August

### Prizes:

- 10 x winners to receive a behind the scenes tour of Macca's HQ, exclusive taste testing session, 3 x \$50 McDelivery discount vouchers (redeemable at Menulog.com) and exclusive Macca's merch
- 20 x runners up to receive exclusive Macca's merch

For more information and full terms & conditions, please visit:  
<http://www.mcdonalds.com.au/winter-night-in>



**ENDS**

**For more information, please contact Mango Communications:**

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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.

For more information, visit [www.mcdonalds.com.au](http://www.mcdonalds.com.au) or McDonald's social channels: [Facebook](#), [Twitter](#), [Instagram](#), [TikTok](#) or [YouTube](#).