



MEDIA RELEASE -
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AUSSIE ARTIST TO MAKE MACCA'S HISTORY AS PART OF 2014 FIFA WORLD CUP™ CELEBRATIONS

Sydney, 21st May 2014: In a world first for McDonald's, from this weekend, French fry boxes around the world will change-up their iconic look and sport a series of FIFA World Cup™-inspired designs, including one from Aussie artist, David Spencer.

Spencer was chosen from a pool of more than 500 artists to become one of just 12 artists from around the world who will have their artwork, immortalised on French fry packets. Other artists to feature on the limited edition packaging hail from all corners of the globe including China, Germany, Russia and of course, Brazil.

A West Australian local, David Spencer, is thrilled to be a part of the McDonald's French fry box program and be able to build on his reputation of continually exploring different styles and disciplines.

"My art practice is a simple reflection of my personality and who I am. I am constantly thinking about how I can deliver my art to the public in new ways, and this exciting opportunity to be involved in McDonald's celebration of its partnership with the FIFA World Cup™ was a great way for me to push my boundaries.

"My piece centres on the moment that can change the course of the FIFA World Cup™ for any team – the perfect kick. But importantly, a perfect kick is something that even those not playing in the world's biggest sporting event can relate to. It's also something that any weekend warrior or u21 state representative can appreciate and experience, meaning they can relate to my piece," added Spencer.

Mark Lollback, Chief Marketing Officer, McDonald's Australia, said: *"French fries, just like soccer, are universally loved so it's only fitting that our fry boxes are at the heart of Macca's FIFA World Cup™ celebrations – and it's fantastic that an Aussie has made the grade and will be a part of this world first.*

"In his design, David has done a fantastic job of encapsulating the colour, glory, excitement and universality of the FIFA World Cup™. He's certainly done Australia

proud with his artwork and I can't wait to see the reaction of Aussies – and the rest of the world – when they see David's design in-restaurant," concluded Lollback.

Spencer and the other artist's designs will appear nationwide on McDonald's Medium and Large size French fry boxes beginning Monday, 26th May and remaining through the duration of the 2014 FIFA World Cup™, while supplies last.

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Notes to Editor

About McDonald's Australia

Australia's first McDonald's restaurant opened in Yagoona, Sydney, in 1971. Today there are over 920 McDonald's restaurants across Australia, 75 per cent of which are franchised and run by local businessmen and women. The organisation employs 90,000 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