



official restaurant

MEDIA RELEASE

## **McDONALD'S AND THE AFL ANNOUNCE PARTNERSHIP**

McDonald's Australia and the Australian Football League (AFL) have today announced a four year partnership, which will see Macca's become the Official Restaurant Partner of the league.

The cornerstone of the partnership will centre on supporting the growth of grassroots football, with McDonald's becoming naming rights sponsor of AFL 9s.

AFL 9s is the fast, free-flowing, non-contact version of Australian football, suitable for people of all skill levels and abilities. With 180 competitions and more than 17,000 participants around the country, AFL 9s has established itself as a key part of the AFL's community participation pathway.

McDonald's Australia, Chief Executive Officer, Andrew Gregory said that he hoped the partnership could help to grow participation in Australian football across the country.

"Australian football is a sport that so many of our people – from our crew, through to our licensees and head office employees – are involved with and passionate about," Mr Gregory said.

"Macca's has a long history of supporting footy in Australia at both a grassroots and professional level. We see this partnership as a great way to get more people playing and following the great game of Australian football, and look forward to working together with the AFL to further grow participation in AFL 9s."

AFL Chief Executive Officer, Gillon McLachlan, said AFL 9s would continue to grow as a result of this partnership.

"AFL 9s is a key part of our participation growth strategy and has proven to be enormously popular on a national scale due to its broad appeal," Mr McLachlan said.

"We're seeing more and more people taking up AFL 9s and through the support of McDonald's we look forward to the continued growth of this exciting version of game."

The current AFL 9s season is already underway, anyone interested in having a kick can register at <http://afl9s.com.au/>

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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 930 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](http://www.mcdonalds.com.au)