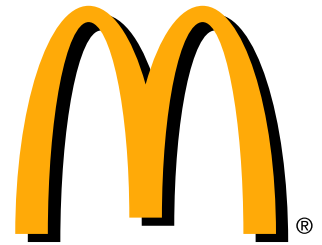


McDONALD'S®

CHAMPION KIDS PROGRAMME



the official
McDonald's®
CHAMPION
KIDS



▲ Basmala Ahmed with an Olympic athlete



▲ McDonald's Champion Kids

Aiming to educate the children in Egypt about the Olympic Games and adhering to its commitment to promote active lifestyles, McDonald's Egypt launched the Champion Kids programme.

The programme selected 2 Egyptian children, Basmala Ahmed Mohamed El Dahan (6 years) and Youssef Tarek Hussien Mahmoud (6 years) who won a 4 day all expenses paid trip to Beijing with an adult guardian and lived the Beijing 2008 Olympic Games experience which McDonald's is the Official Restaurant of, in addition to visiting the Chinese historic sites.

The trip engaged the children with peers from different countries around the world and allowed them to fully experience the Olympic spirit, as they were given the chance to interact with Olympic Champions and watch the competitive games.

The 2 children watched games and medal ceremonies live at the stadium, and also

visited the Olympic Green and the Athletes Village.

“Our social responsibility and commitment towards the wellbeing of our children in Egypt leads us to initiate unique programmes that can effectively influence them and encourage them to adopt active lifestyles. The McDonald's Champion Kids programme coincides with this vision, and possesses a strong potential to achieve these supreme objectives” said Mohamed Mansour, General Manager of McDonald's Egypt.

Champion Kids leaflets with information about the Olympic Committees and the Arab achievements in the Olympic Games were available in all McDonald's Egypt stores. The leaflets also included a detachable section with questions on the mentioned information. Children had to answer the questions and deliver them to the McDonald's Store Manager, and the names with the correct answers entered a draw to determine the 2 winners.

The draw in which the two children were selected took place in the Egyptian National Olympic Committee (ENOC) under the committee's auspices and the Ministry of Social Solidarity.

“McDonald's Egypt congratulates the winners and was glad to provide them with this once in a lifetime opportunity to experience the Olympic Games in full. The programme was conducted as part of McDonald's official sponsorship of the Olympics and has successfully engaged the minds of children from all over the country. We look forward to repeating this success with more competitions in the future” said Mohamed Mansour General Manager of McDonald's Egypt.

This programme is part of McDonald's interest in social activities particularly in the field of sports, which it believes will contribute towards leading a 'Balanced Healthy Life' for children in the Egyptian Community. **HT**



▲ McDonald's Champion Kids

▼ Michael Phelps talking to Youssef Tarek



▲ Mohamed Mansour



▲ Youssef Tarek

