



**For immediate release**

**BEIJING BOUND: CANADIAN KIDS EARN EXCLUSIVE TRIP TO 2008 OLYMPIC GAMES**

*200 kids from around the world to participate in McDonald's® Champion Kids program as part of company's ongoing commitment to children*

**Toronto, ON (July 8, 2008)** –Two Canadian kids will be heading to the 2008 Olympic Games in Beijing as part of the McDonald's Champion Kids program where they will experience the Games, meet athletes, visit cultural sites and interact with other kids from around the globe.

The McDonald's Champion Kids program also provides an opportunity for the children to share their Olympic Games experience before, during and after the Games, through their hometown media outlets.

The Canadian McDonald's Champion Kids are:

- Emily Bulten, 11, Cambridge, ON
- Max Newton, 10, Vancouver, BC

“McDonald's Canada is thrilled to provide these kids with a once-in-a-lifetime opportunity to experience the Olympic Games like no other Canadian spectator and learn about the culture and history of China,” said John Betts, President, McDonald's Canada. “This will be a truly enriching experience they will no doubt remember for the rest of their lives.”

During their time in Beijing from August 19-22, McDonald's Champion Kids will visit Canada Olympic House, attend diving and basketball events, and see historical landmarks such as the Temple of Heaven and the Great Wall of China.

“I never would have imagined having a chance to go the Olympic Games and I'm really excited,” said Emily Bulten, a Grade 5 student at Silver Heights Public School in Cambridge. “I'm looking forward to going to China and watching some events but I also can't wait to meet other kids from all over the world.”

Max and Emily were chosen based on their commitment to fitness and a balanced active lifestyle, for demonstrating leadership among their peers and for participating in a variety of extracurricular activities. The selection committee included three-time World Champion and Olympic Silver Medalist Alexandre Despatie, who will be representing Canada in Beijing in the 3-metre individual and synchronized diving events.

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“These kids have shown tremendous leadership skills and a commitment to being active, which has earned them the unique chance to go to the Olympic Games,” said Despatie. “It’s an honour for me to be involved in this program and I look forward to meeting Max and Emily while in Beijing.”

The Canadian McDonald’s Champion Kids were selected through the *Go Active!*<sup>®</sup> Fitness Challenge, which is a school-based fitness program presented by McDonald’s Canada with support from the Canadian Olympic Committee. Inspired by the Canadian Fitness Awards, the program is designed to promote physical activity among students. Teachers who registered their class in the program at [www.fitnesschallenge.ca](http://www.fitnesschallenge.ca) were encouraged to nominate participating students between the ages of 8 to 12 (as of July 1, 2008) for the McDonald’s Champion Kids program.

As part of McDonald’s sponsorship of the Olympic Games, six McDonald’s Canada restaurant employees will also be heading to Beijing to join the McDonald’s Olympic Champion Crew Team. In addition to serving the world’s best athletes, Champion Crew Team members will have an opportunity to attend two Olympic events and participate in various sightseeing and cultural activities.

#### **About McDonald’s and the Olympic Games**

McDonald’s commitment to the Olympic Movement began in 1968, when the company airlifted hamburgers to U.S. athletes in Grenoble, France. Since then, McDonald’s has served its menu of choice and variety to millions of athletes, their families and their fans. This summer’s Olympic Games in Beijing mark McDonald’s sixth Olympic Games as a TOP Global Sponsor and its seventh as the Official Restaurant of the Olympic Games. McDonald’s sponsorship will continue through the 2012 Olympic Games in London.

#### **About McDonald’s Canada**

McDonald’s is the leading foodservice company in the world. McDonald’s Restaurants of Canada Limited and its Canadian franchisees own and operate more than 1,400 restaurants and employ more than 77,000 Canadians coast to coast. Approximately 70 per cent of McDonald’s Canadian restaurants are locally owned and operated by independent entrepreneurs. For more information about McDonald’s Canada, visit the company’s web site at [www.mcdonalds.ca](http://www.mcdonalds.ca).

#### **For more information or high-res images and visuals:**

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