



**For immediate release**

**CANADIAN McDONALD'S® CHAMPION KIDS BRING A TASTE OF VANCOUVER 2010 OLYMPIC WINTER GAMES TO BEIJING**

*Champion Kids from China and Canada celebrate transition to the Vancouver 2010 Olympic Winter Games with friendly game of shinny*

**Beijing, China (August 20, 2008)** – The uniting power of sport was on full display today at Canada Olympic House where Chinese and Canadian McDonald's Champion Kids were on-hand for a special gathering to celebrate the transition to the Vancouver 2010 Olympic Winter Games.

The McDonald's Champion Kids, with Canadian diver and three-time Olympian Alexandre Despatie in attendance, marked the occasion with a traditional Chinese gift exchange followed by a game of street hockey.

"It's always special to see kids from different countries come together and we're thrilled to give everyone a taste of our Canadian hospitality as we prepare to host the world in 2010," said John Betts, President, McDonald's Canada. "This event is a great example of the unique opportunities that the McDonald's Champion Kids program provides and I'm sure our two Canadian ambassadors will bring that Olympic spirit back home, along with lasting memories of this once-in-a-lifetime trip."

Emily Bulten of Cambridge, Ontario and Max Newton of Vancouver, BC arrived in China Monday as part of the McDonald's Champion Kids program. Throughout their time in Beijing, they will have the chance to experience the Games, meet athletes, visit cultural sites and interact with other kids from around the world.

"I am so excited to finally be here in Beijing and to have the chance to be at the Olympic Games," said Max Newton, a Grade 5 student at Queen Victoria Annex in Vancouver. "I'm proud to represent Canada and show the Chinese Champion Kids the type of atmosphere and fun they can expect when the Games come to Vancouver."

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 Canadian diver Alexandre Despatie, who is representing Canada in the 3-metre individual and synchronized diving events.

“Meeting Max and Emily and experiencing the Games through their eyes is so rewarding,” said Despatie. “Today’s event further strengthens the Olympic spirit in kids around the world and highlights how excited everyone is about the Games coming back to Canada.”

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.

#### **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, high-res images and b-roll:**

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