



## FACT SHEET

### COMMUNICATING TO CHILDREN

We understand the importance of responsible marketing practices and take our communications with kids and families seriously...

- Age appropriate portion sizes for our kids meals.
- **Happy Meal® Choices all around the world**
  - Grilled cheese and tomato sandwich (Australia and Canada)
  - Dannon Drinkable yogurt (France & Spain)
  - Apples & grape fruit bags in many European countries (Started in UK, sold enough to provide more than one serving of fruit to everybody who lives in New York City)
  - Apple Dippers and 1% milk in the U.S.
  - Chicken McNuggets® made with white meat 20% less fat (U.S.)
- McDonald's provides nutrition information so parents can make informed choices.
- Happy Meals are a good source of at least 8 nutrients, including protein, fiber, vitamins and minerals.
- **Ronald McDonald®** encourages fitness and active play at community events, charity fundraisers, and videos in schools as a public service.
- **"Yum Chums"** :60 PSA-type cartoon, airs in the U.K. on popular children's programs to teach them about energy balance.
- Global **"Get Moving with Ronald McDonald™"** TV vignettes encourage physical activity.
- In Canada, McDonald's was a founding member of **Concerned Children's Advertisers (CCA)**, a non-profit organization of 25 Canadian companies that responsibly market and advertise to children and their families.
- McDonald's Europe is working with **Media Smart**, a non-profit, in-school media literacy program for kids.