



McDonald's KSA Announces The Next Happy Meal Box Artists: Omnia, Joe and Arwa

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[March 9, 2017] McDonald's KSA announced the winners of the Happy Meal Box Artist campaign that took place in the western and southern regions during the month of November in 2016. The campaign aimed to support young artistic talents in Saudi Arabia by offering them the white Happy Meal boxes as a tool to express their creativity. Children were asked to color on the boxes their vision of the future of Saudi Arabia. Thousands of artworks were submitted, filtered, and then 3 winners were chosen by the judging panel and the public.

To celebrate the winners: Arwa Fadaag, Omnia Radwan, and Joe Al Feghaly, a special event was held in Jeddah in their honor where their families, a representative from the Chamber of Commerce and the McDonald's team attended. They were gifted a premium art set that will help pave their artistic path. The bigger prize is gifting them the exposure where the winning artworks have been printed on the Happy Meal Boxes and distributed in all of McDonald's restaurants in the western and southern regions from the 11th of March 2017 until the 24th of March 2017.

"This campaign is part of our social corporate responsibility. Its main objective was to develop and encourage young artists in the community and I am so proud of all the artworks that were submitted" said Mr. Mohamed Aireza, Deputy General Manager at Reza Food Services Co. Ltd (McDonald's Western and Southern Regions).

This campaign drew smiles on many children's faces and allowed them to express their creativity and artistic skills. Nevertheless, it helped the parents discover and realize their children's passion and talents.