

McDonald's celebrates 25 years in Kuwait with a blowout campaign on its application

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Kuwait, __ September 2019 – In celebration of its silver jubilee and the 25th anniversary of its first store opening in Kuwait, McDonald's recently launched a mega campaign on the McDonald's application. Throughout the six-week campaign, which will be running from August 31st to October 11th, the McDonald's app will feature a slew of incredible offers and rewards on a daily basis. The campaign will also offer customers the chance to enter the draw for the grand prize: two free meals every week for a whole year.

To be eligible to win a chance to enter the draw, customers need to use the McDonald's app and click on the draw button before redeeming any offer on the app, both the special 25th anniversary celebration offers as well as the host of great offers that are available at all times. Redeeming any offer gives customers one chance to enter the draw, where 30 lucky winners will win 2 free meals a week for a whole year.

"The McDonald's application is a unique platform and a one-of-a-kind experience in the market, giving customers non-stop offers and rewards throughout the year. With plenty of offers daily and weekly, customers can enjoy amazing discounts, free items with purchase promotions, combo deals and much more," said Sherif Coutry, Senior Marketing Director at McDonald's Kuwait.

Coutry further added: "With our 25th anniversary, we knew we had to go big. What better way to thank our loyal customers than with free meals for a whole year? And we specifically chose to hold this celebration on the McDonald's app given that it is such a unique platform offering our customers a next-level experience. It is also the go-to destination for all our amazing offers and the place to find out all the latest about McDonald's."

The McDonald's application is available in Arabic and English on both the App Store and Google Play. For more information, please visit [McDonalds.com](https://www.mcdonalds.com). Don't forget to also follow McDonald's Kuwait on Instagram, Facebook and Twitter (@McDonaldsKuwait).