McDonald’s
( ICE AGE 3 )
Press release
Online
McDonald’s Happy Meal: “ICE AGE 3”

McDonald’s, the world’s leading food service retailer, shows fun ways to keep it cool this season by giving its Happy Meal fans a chance to experience the thrill of DreamWorks Animation’s upcoming film, "ICE AGE 3". This month’s McDonald’s Happy Meal promotion presents children with a fantastic opportunity to walk home with a set of specially created ICE AGE 3 Happy Meal toys, while munching on their favorite McDonald’s meal.

As part of this promotion, McDonald's young guests will receive one of eight toys from “The ICE AGE 3” with the purchase of every Happy Meal. The eight toys includes 4 colour changing drinking glasses with “Ice Age 3” animals embossed on it and 4 lolly ice makers that are easy to use and a fun kitchen accessory for Kids to make multi colored lollies.
Commenting on the promotion, Arvind Singhal, Director Marketing, McDonald's India, (West & South) said, “McDonald's always endeavors to provide its customers unique ways of having fun month after month with its Happy Meals. McDonald's association with movies like Bees, Cars, Madagascar, etc in the past, and now ICE AGE 3, is part of our focus on presenting children a unique and fun-filled experience at our restaurants. Ice Age is the total animation experience that adults and kids love and we are excited to give them the opportunity to take home this unique collection of ICE AGE 3 accessories. These uniquely created toys are sure to generate enthusiasm across families.

These toys will be available from 21st June 2009 till 31st July 2009 at all McDonald's outlets.

McDonald's is the world's leading food service retailer with more than 31,000 restaurants in 119 countries serving 50 million customers each day.

Celebrating 13 years of leadership in food service retailing in India, McDonald's today has a network of 160 restaurants across the country, with its first restaurant launch way back in 1996.

In line with its respect for local culture, India is the first country in the world where McDonald’s does not offer any beef or pork items. McDonald's has also re-engineered its operations to address the special requirements of vegetarians. Vegetable products are kept separate throughout the various stages of procurement, cooking and serving. The mayonnaise and the soft serves are also 100% vegetarian.

McDonald's has retained the No. 1 position for 3rd consecutive year in the latest 'Business World Most Respected Companies of India', survey in the food retailing industry. The company was also awarded the 'CNBC Awaaaz Consumer Award' in the 'Most Preferred Fast Food Company' category. The company has
also been honored with the Images Retail Award in the ‘Catering Services Category’ for the current year.
If you are a crazy Ice Age fan you can pick up Ice Age merchandise at McDonald’s. They are giving away plastic figures with ice lolly moulds of Manny, Ellie and rest of the key characters and also colour-changing drinking glasses with Happy Meals all through July. The lolly makers frankly don’t make great ice lollies. We tried them out. The stick barely holds up the ice and the ice lolly breaks and rarely comes out in one piece. The toy figures are pretty cool though. The drinking glasses are good too. They change colour when you pour ice cold water in them.
McDonald’s new offer

Food retailer McDonald’s is giving its ‘happy meal’ fans a chance to experience the thrill of DreamWorks Animation’s upcoming film, ‘Ice Age 3.’ This month’s McDonald’s happy meal promotion presents children with an opportunity to walk home with a set of specially created Ice Age 3 happy meal toys, while munching on their favourite McDonald’s meal. As part of this promotion, McDonald’s young guests will receive one of the eight toys from “The Ice Age 3” with the purchase of every happy meal. These toys will be available from June 21 to July 31 at all McDonald’s outlets across Indore.
HAPPY MEALS

McDonald’s provides a chance to Happy Meal fans a chance to experience the thrill of the upcoming film, “Ice Age 3”. The guests will receive one of eight toys from “The Ice Age 3” with the purchase of every Happy Meal. The eight toys includes four colour changing drinking glasses with “Ice Age 3” animals embossed and four lolly ice makers. These toys will be available till July 31 at McDonald’s outlets across the country.
MC DONALD’S HAPPY MEAL

Kids can enjoy a Happy Meal, and take away one of the eight toys available from The Ice Age 3 collection. These include four colour changing drinking glasses with Ice Age 3 animals embossed on them, four lolly ice makers that are easy to use, and a fun kitchen accessory.

Till July 31
At Mc Donald’s outlets across the city.
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FULL FAYDA

ICE AGE 3
DAWN OF THE DINOSAURS
ONLY IN CINEMAS

Crack the ice
and discover your
sub zero toys!

Happy meal

Enjoy the magic of
their belly maker and
colour changing cup!

Toys and more: With every Happy Meal at McDonalds, Ice Age 3 toys are on offer
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McDonald’s is giving its Happy Meal fans a chance to experience the thrill of DreamWorks Animation’s upcoming film, ‘ICE AGE 3’. The Happy Meal promotion presents children with the opportunity to walk home with a set of specially created ICE AGE 3 Happy Meal toys. As part of this promotion, McDonald’s young guests will receive one of eight toys from “The ICE AGE 3” with the purchase of every Happy Meal. The eight toys includes four colour changing drinking glasses with ‘Ice Age 3’ animals embossed on it and four lolly ice makers that are easy to use and a kitchen accessory for kids to make multi-coloured lollies. These toys will be available till July 31, 2009, at all McDonald’s outlets across Mumbai, Pune, Ahmedabad, Vadodara, Kolhapur, Bangalore, Chennai, Hyderabad, Nasik, Indore and Surat.
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**Headline: McDonald’s fun with the rains**
Headline: McDonald’s presents ICE AGE 3 Happy Meal promotion
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Headline: Fun with the rains

"बारिश की मस्ती "

"मुंबई। जर्नले बारिश की मस्ती का मजा लेना चाहते हैं तो मैक्स्डॉनल्ड्स में जाएं। वहां हैण्डी मील के साथ ड्रिंकवर्स एनर्जी शेव ऑफ नार्विन द्वारा निर्मित भ्रमचित्र आइस एज श्री पर आधारित खिलौने दिए जा रहे हैं। हैण्डी मील खरीदने पर ये खास खिलौने भी घर ले जाने का अवसर मिलेगा। योजना में हर हैण्डी मील के साथ बच्चे आइस एज श्री के आठ खिलौनों में से कोई एक खिलौना चुनकर ले जा सकते हैं।"
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Prepared by Torque Communications
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