

**Shrek Event Festival Coverage
Bangalore
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Shrek Festival at McDonald's



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McDonalds Celebrate Shrek Festival



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city lights / entertainment

A fun-filled green treat

HAPPY TIME
 Children from an NGO celebrate the *Shrek* festival with Vijay Raghavendra



“WE have come to a place which we could only dream of,” said Arogya, a child from the NGO Infant Jesus Charity Home, during the fun-filled event that took place at the McDonalds on Thursday afternoon. The children from the NGO had gathered at the eatery for a special do celebrating the eatery’s association with the final instalment of the hugely popular animated movie *Shrek*.

The event started off with the charming host Akshaya calling upon kids’ favourite — Ronald McDonald, McDonald’s iconic Chief Happiness Officer — to bring in smile to the faces of the children from the NGO. To add more to the fun and excitement, Sandalwood superstar Vijay Raghavendra joined in. He interacted with the kids, cracked jokes, to keep going with the “fun-da” of spreading smiles.

The children indulged in some energizing fun games like Feed the Shrek, Choose your toy, Shoot the Balloons for unveiling the Shrek, Ring Shrek, Fill Shrek and Spray Shrek Green. The kids were divided into two teams for each event, one headed by the actor and the other by the ever-smiling and colourful McDonald.

The game session was followed by a chilling experience where the kids devoured some mouth watering ice-creams. Adding to the flavour of the ice-cream was the idea of feeding their buddies.

It was then time to announce the winners for the day. The little ones from Ronald’s team walked away with a trophy of none other than the lovable green monster, Shrek. The event ended with the “Say Cheese” moment where the children posed with the superstars.

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Children enjoying in Shrek Festival

ಶ್ರೇಕ್ ಉತ್ಸವದಲ್ಲಿ ಚಿಣ್ಣರ ಮಜಾ



ಶ್ರೇಕ್ ಉತ್ಸವದ ಅಂಗವಾಗಿ ನಡೆದ ಕಾರ್ಯಕ್ರಮದಲ್ಲಿ ಮಕ್ಕಳನ್ನು ರಂಜಿಸಿತು. ಒಹಾಸಿಯಲ್ಲಿ ಸಿನಿಮಾ ಶ್ರೇಕ್ ಜೊತೆ ಸೇರಿಕೊಂಡಿರುವ ಮೆಕ್‌ಡೊನಾಲ್ಡ್ ತನ್ನ ಎಲ್ಲಾ ರೆಸ್ಟೋರಾಂಟ್‌ಗಳಲ್ಲಿ ಜೂನ್ 30ರವರೆಗೆ ಈ ಉತ್ಸವವನ್ನು ಆಚರಿಸಲಿದೆ. ಉತ್ಸವದ ಅಂಗವಾಗಿ ಶ್ರೇಕ್ ಮೀಲ್, ಹಾಗೂ ಶ್ರೇಕ್ ಡೆಸರ್ಟ್‌ಗಳನ್ನು ಪರಿಚಯಿಸಲಾಗಿದೆ.

ಜೊತೆಗೆ ಮೆಕ್‌ಡೊನಾಲ್ಡ್ ರೆಸ್ಟೋರಾಂಟ್‌ಗಳಲ್ಲಿ ಸಂಭ್ರಮದ ವಾತಾವರಣ ಕಾಣಿಸಿಕೊಳ್ಳಲಿದೆ. ಆಕರ್ಷಕವಾದ ಶ್ರೇಕ್ ಚಿತ್ರಗಳು ಗ್ರಾಹಕರನ್ನು ಆಕರ್ಷಿಸಲಿದೆ. ಹ್ಯಾಪಿ ಮೀಲ್, ಒರ್ಗರ್, ವೈಸ್, ಸಾಫ್ಟ್ ಡ್ರಿಂಕ್ ಹಾಗೂ ಶ್ರೇಕ್ ಡೆಸರ್ಟ್ ಒಳಗೊಂಡ ಶ್ರೇಕ್ ಮೀಲ್ ಗ್ರಾಹಕರಿಗೆ ಇನ್ನೊಂದು ಆಕರ್ಷಣೆಯಾಗಲಿದೆ.

ಚಿಣ್ಣರೊಂದಿಗೆ ಪಟ ವಿಜಯ್ ರಾಘವೇಂದ್ರ

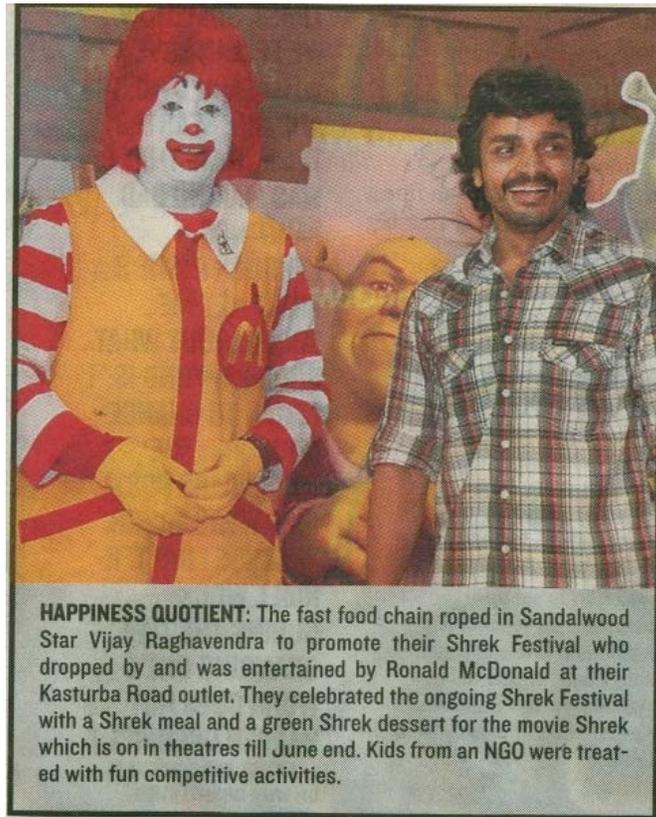
ಕೆ.ಸ್ಮಾರಕವಾ ರಸ್ತೆಯ ಮೆಕ್‌ಡೊನಾಲ್ಡ್ ನಲ್ಲಿ ಆಂದು ಮಧ್ಯಾಹ್ನ ಋತಿಯ ವಾತಾವರಣ. ಚಿತ್ರ ನಟ ವಿಜಯ್ ರಾಘವೇಂದ್ರ ಹಾಗೂ ಮೆಕ್‌ಡೊನಾಲ್ಡ್ ನಂತೆ ವೇಷ ಧರಿಸಿ ಬಂದ ಸಂಜೆಯ ಮುಖ್ಯ ಹ್ಯಾಪಿನ್ಯಾ ಅಧಿಕಾರಿ ರೊನಾಲ್ಡ್ ಮೆಕ್‌ಡೊನಾಲ್ಡ್ ನಗರದ ಇನ್‌ಫಂಟ್ ಜೆನರಾಲ್ ಚಾಂಟಿ ಹೋಮ್‌ನ ಚಿಣ್ಣರ ಜೊತೆ ಸೇರಿಕೊಂಡು ಅಟಿ ಅಡಿ ಮಜಾ ಮಾಡಿದರು.

ಮಕ್ಕಳನ್ನು ಎರಡು ಗುಂಪುಗಳಾಗಿ ಮಾಡಿ ಒಂದರ ನಾಯಕತ್ವವನ್ನು ವಿಜಯ್ ಹಾಗೂ ಇನ್ನೊಂದರ ನಾಯಕತ್ವವನ್ನು ರೊನಾಲ್ಡ್ ವಹಿಸಿಕೊಂಡರು. ಎರಡೂ ತಂಡಗಳ ನಡುವೆ ಶ್ರೇಕ್ ಡೆಸರ್ಟ್ ತಿನಿಸು, ಒಲೂಸ್ ಶೂಟಿಂಗ್, ರಿಂಗ್ ಶ್ರೇಕ್, ಫಿಲ್ಮ್ ಶ್ರೇಕ್ ಹಾಗೂ ಸ್ಟ್ರಿಕ್ ಗ್ರೇನ್ ಗಳಂತಹ ಸ್ಪರ್ಧೆ ನಡೆಯಿತು. ಚಿಣ್ಣರು ಸೂಪರ್‌ಸ್ಟಾರ್ ಜೊತೆ ಸಂತಸದ ಕ್ಷಣಗಳನ್ನು ಕಳೆದರಲ್ಲದೆ ರೊನಾಲ್ಡ್ ಜೊತೆ ಗೂಡಿ ಮ್ಯಾಜಿಕ್ ಟ್ರಿಕ್‌ಗಳನ್ನು ಕಲಿತರು.

ಎರಡು ತಿಂಗಳ ಅವಧಿಯ



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McDonalds celebrated Shrek festival with Kannada star Vijay Raghvendra, NGO kids and Ronald McDonald



میک ڈونالڈس میں گزشتہ ہفتہ شریک تیوہار منایا گیا جو اگلے دو مہینہ جاری رہے گا۔ اس تیوہار کے افتتاح کے موقع پر اعلان کیا گیا کہ قلم شریک میں جو کھانے دکھائے گئے ہیں وہ اب ملک بھر کے میک ڈونالڈس ریسٹورنٹس میں دستیاب ہوں گے۔ کستور باگاندھی روڈ روڈ میک ڈونالڈس ریسٹورنٹ پر قلم ادا کارو جے راگھو ویندر اور مسٹر ونالڈ نے اس تیوہار کا افتتاح کیا۔ (راست)

**Shrek Event Festival Coverage
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McDonald's celebrates the Shrek Festival with Star and in style

Vijay Raghavendra, Ronald McDonald and NGO kids had fun time at McDonald's Bangalore



McDonald's the world's leading food service retailer celebrated the ongoing **Shrek Festival** in style here in Bangalore. The two month long festival, which started on 1st May 2010, is celebrating McDonald's association with the much awaited movie Shrek. This is a way by which McDonald's is

keeping up with its promise of delivering fun to its patrons. The festival is being celebrated all across India on the Shrek theme in all McDonald's restaurants till 30th June. McDonald's has introduced a **Shrek Meal** and a green **Shrek dessert** exclusively for this festival which goes with the festive theme color.

As part of the Shrek Festival celebration Kannada Superstar Vijay Raghavendra joined in with Ronald McDonald, McDonald's iconic Chief Happiness Officer along with kids from Infant Jesus Charity Home, Bangalore based NGO working for the homeless poor and hungry children for an event at McDonald's Kasturbha Road restaurant. NGO kids were divided into two teams, one team led by Ronald and the other by Vijay Raghavendra to be followed by a whole round of excitement and fun with competitive activities like the Shrek Dessert eating, Balloon shooting for unveiling the Shrek, Ring Shrek, Fill Shrek and Spray Shrek Green. The kids were enthralled not only with the presence of the superstar amongst them and that of Ronald who showed off a few magic tricks but also having them being actively involved in all the activities.

Commenting on the promotion, Mr. Arvind Singhal, Director Marketing, McDonald's India (West & South) said, "McDonald's association with the Shrek movies has always been a big obsession amongst kids and young adults. We have been associated with the earlier Shrek movies and on the latest one we are

prolonging our offering through a two month long festival for our esteemed patrons who with their perpetual conviction and support have made McDonald's a big brand. We have had a great response so far and are trying our best to make sure that our efforts make McDonald's an even greater experience for our valued customers this summer and that they have a great time and enjoy the Shrek Festival to the utmost."

All the McDonald's restaurants are festooned with a welcome Shrek Festival gate followed by the restaurant ambience which is recreated in line with the festive theme through danglers, 3D standees, standees on table top, above the bin, crew members wearing caps and T-shirts especially for this Shrek Festival Celebration. The icing on the cake for the festival has been the launch of Shrek Dessert, offered in exciting mint-guava flavor, during the festive season at McDonald's. An added attraction is the Shrek meal, a jumbo meal like the character Shrek himself which includes a happy meal, a burger, fries, soft drink, and the Shrek dessert. For the little ones offering includes of a Shrek Happy Meal that comes with a complete range of 13 Shrek's special poke and talk toys divided into two sets. So go and grab your favorite meal, so that you do not miss out on the new dessert and the experience of having definitive fun with Shrek only at McDonald's.