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Rejoicing for over 25 years

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TWENTY-FIVE years ago, Jalan Bukit Bintang, in Kuala Lumpur saw the opening of the first McDonald's outlet in the country.

Today, the network has grown to a healthy 173 restaurants nationwide - a reason for celebration, indeed.

To mark its 25th year in the country, McDonald's pulled out the stops and organised a blast of a carnival at the Berjaya Times Square recently to the theme *Balanced, Active Lifestyle*.

Coined from its global campaign of the same name, the theme was introduced worldwide three years ago, to enhance the organisation's reputation as a company that cares for its customers' well being.

Taking off with an energetic *capoeira* performance, the carnival also

saw performances by cheerleaders 'Team EMAS', street performers, a wushu demonstration, stage games, and a *Go Active* routine by McDonald's Chief Happiness Officer Ronald McDonald, to help engage children in physical activities.

The performance was designed to cultivate active lifestyle habits among children through a creative mix of music, magic and physical exercise.

Other activities included a hula-hoop and limbo-rock competition. The day-long event ended with a mini concert by Ferhad, Ruffedge and VE.

"We have committed to three key areas in promoting a balanced lifestyle," said McDonald's managing director Azmir Jaafar, adding that the first was through increasing menu choice.

"This is apparent through new offerings in our menu such as the

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Grilled Chicken Foldover, Spicy Beef Foldover.

"The second strategy is by providing access to nutritional information to educate our customers on their food intake.

"The third key message is to promote an active lifestyle is by encouraging physical activities, which is why we are committed to sponsoring major sporting events such as the World Cup and Olympic Games at the global level as well as the annual Olympic Day Run on the home front," Azmir said.

He said there were several new products in the pipeline, which are undergoing research and development before they were deemed relevant to the Malaysian market.

"We are thinking of introducing green tea as one of the healthy beverages for the public," he said.



Impressive:
An energetic performance that left the crowd breathless and asking for more.