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## Ariff is McDonald's envoy at Olympics

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**JUST** days away from the Beijing 2008 Olympic Games, McDonald's sent off one of its employees to represent the country, under the *McDonald's Olympic Champion Crew* programme on Monday night.

McDonald's assistant manager Muhammad Ariff Hadi emerged as the winner after undergoing a market-wide competition to select the 'best of the best' from the restaurant workforce to be one of McDonald's ambassadors to the Olympics.

Muhammad Ariff is part of the 120 international crew from 35 countries assisting over 1,200 Beijing crew from yesterday till Aug 15, serving the athletes, coaches and media at the Athletes Village in Beijing.

The all-expense trip is worth RM36,300 (US\$11,000) which covers flight, accommodation and spending money.

"The *McDonald's Olympic Champion Crew* programme is a celebration of our people and a unique example of the recognition and opportunities that we provide for them around the world," said McDonald's Malaysia managing director Azmir Jaafar.

"Muhammad Ariff has been part of the McDonald's family since 2004 and has steadily moved up the ranks at McDonald's Perling Mall in Johor Baru and now he is only one level below a restaurant manager," he added. In his quest to win the title, Muhammad Ariff constantly displayed

strict adherence to McDonald's standard operating procedures in areas such as food safety, planned maintenance as well as counter and lobby service.

He defeated hundreds of other national contestants by successfully demonstrating that he is a service-orientated personnel and proficient in restaurant operations through his unerring knowledge, expert skills and wide experience.

"While at the Olympic Games, our champion crew will not only be working in the restaurant, but will also get to see the sights, attend sport events and participate in special Olympic Champion Crew activities," Azmir said. One of the special activities will be a high-energy *Big Mac* building competition on Thursday.

The event will feature four teams going head-to-head to build the highest quality *Big Mac* sandwiches. Judging will be based on technical excellence in quality, teamwork, style and cleanliness.

"With our *McDonald's Olympic Champion Crew* programme, we hope to inspire McDonald's employees and make them feel that it is more than a great place to work, and that their job offers unique opportunities," he said.

For more than 30 years, McDonald's has partnered with the Olympic Games and has a long-standing commitment to the Olympic movement.

Azmir said the Beijing 2008 Games will mark McDonald's sixth Olympics as a worldwide partner and seventh as the official restaurant of the games.