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# Once in a lifetime

## Three lucky kids to get an opportunity to

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**C**OME August, three Malaysian children will get the opportunity to attend the Beijing 2008 Olympic Games and meet their favourite athletes and experience the Chinese culture, courtesy of McDonald's.

McDonald's recently launched its McDonald's Champion Kids program-

me that will see three Malaysian children joining 300 'champion kids' from around the world and programme ambassador (and USA swimmer) Michael Phelps at the 2008 Olympic Games.

Children aged seven to 14 will stand a chance to participate in this programme that entitles them to a four-days/ three-nights paid trip to the Olympic Games accompanied by a parent.

"McDonald's is committed to promoting balanced and active lifestyles by encouraging the public, especially children to participate in physical activities," said McDonald's Malaysia managing director Azmir Jaafar at the programme's launch.

"By giving them an opportunity to be part of a massive international event, we hope to inspire these children to cultivate an active lifestyle by engaging in sports and games to remain fit and healthy.

"In Malaysia, we have been actively involved with the Olympic Council of Malaysia

since 2004, where we jointly organised the Olympic Day Run."

"The Olympic Day Run has been held for the past four years to commemorate the Olympic Games," he said.

Olympic Council of Malaysia honorary secretary Datuk Sieh Kok Chi, added that the programme would be a once-in-a-lifetime opportunity, as the Olympic Games would be held only for the third time in Asia.

Also present were, McDonald's Malaysia marketing, communications and business insights vice president Stephen Chew, and several Malaysian Olympic athletes like Yuan Yu Fang (athletics), Cheng Chu Sian, Muhammad Marbawi Sulaiman and Wan Mohd Khamizan Wan Abd Aziz (archery).

"The children would also be given a platform to share their wonderful stories and amazing experiences with their local communities and international counterparts," said Azmir.

"This will be done online via McDonald's website, and through stories in newspapers and magazines.

"True to the nature of the Olympics spirit, the children must prove their 'body, mind and spirit' qualities - first through a

screening based on their academic, sports and community achievements in their application

forms, next through a series of competitions conducted during the McDonald's Kids Challenge."

Azmir added that one Champion Crew and one Champion Manager would be selected from Malaysia to work at one of the four McDonald's outlets at the Olympic Village.

"It's an opportunity for internal

**Graceful and dramatic:** The girls from the Gymnastic Adventure Team put up several performances.



**Olympic spirit:** McDonald's Chief Happiness Officer Ronald McDonald and the girls from the Gymnastic Adventure Team doing a fantastic display.

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## attend the Beijing Olympic Games



**Grab the opportunity:** (from left) Olympic Council of Malaysia honorary secretary Datuk Sieh Kok Chi, Azmir and Stephen Chew at the launch.

employees to be part of the Olympic spirit," he said.

To participate, parents must submit a completed application form that is available at all McDonald's restaurants nationwide, or sign up via [www.mcdonalds.com.my/championkids](http://www.mcdonalds.com.my/championkids) by March 15.

A total of 1,800 shortlisted contenders will take part in the Champion Kids Challenge, which will test each child's physical, mental

and verbal skills through a 1.5km run, sports quiz and oral recitation.

Parents can choose their preferred venue for the challenge at one of these locations - Kuala Lumpur (March 30), Johor Bahru (April 27) or Penang (May 30).

A panel of judges will then decide on the top three finalists from each age group (seven - eight; nine - 11; 12 - 14) to be recognised as the McDonald's Champion Kids.