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McDonald's 'champion kids' perform at TTDI Plaza in Kuala Lumpur.

Three 'champion kids' to watch Olympics

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MCDONALD'S will be sending three Malaysian children to the 2008 Olympic Games in Beijing under its McDonald's Champion Kids programme launched recently.

The trio will join some 300 "champion kids" from around the world who will be sponsored by McDonald's to experience first-hand the sights and sounds of the greatest sporting event of the year.

The worldwide programme, launched worldwide on Aug 9 last year in Beijing, is a celebration of McDonald's long-term partnership with the International Olympic Committee, as the Official Worldwide Partner since 1976.

The Malaysian programme, launched recently by McDonald's Malaysia

managing director Azmir Jaafara, was witnessed by Malaysian contingent to Beijing chef-de-mission Datuk Ho Koh Chye, Olympic Council of Malaysia (OCM) secretary-general Datuk Sieh Kok Chi, and McDonald's Malaysia marketing, communications and business insights vice-president Stephen Chew and several Malaysian Olympic athletes.

"McDonald's is committed to promoting balanced, active lifestyles by encouraging the public, especially children to participate in physical activities," said Azmir.

"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 OCM since 2004 where we co-jointly organised the Olympic Day Run in our effort to promote balanced, active lifestyles among the public.

"Apart from that, our Chief Happiness Officer, Ronald McDonald, teaches young

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- Azmir

children the importance of eating balanced meals, and engaging in physical activities to achieve a balanced, active lifestyles, through a community programme called 'Fitness Fun with Ronald McDonald' in the last

four years. "McDonald's upholds the Olympic spirit of teamwork, excellence and personal best in its organisation."

Sieh said: "This Champion Kids programme is a reflection of those characteristics, as the contenders would have to display these qualities in their attempt to succeed."

Children from seven to 14 years of age will stand a chance to take part in this once-in-a-lifetime opportunity that entitles them to 4-days/3-nights paid trip to the Olympic Games, accompanied by a parent.

To participate, parents must submit a completed application form available at all McDonald's restaurants nationwide, or register online by signing up at the official site www.mcdonalds.com.my/championkids.

Shortlisted contenders will take part in the Champion Kids Challenge, which will test each child's physical, mental and verbal skills through a 1.5 km run, sports quiz and oral recitation.

Parents will be able to choose their preferred venue for the challenge from three pre-selected locations - Kuala Lumpur (March 30), Johor Baru (April 27) or Penang (May 25).

The champion kids will be accompanied by his or her parents and treated to a range of exclusive activities including a meet-and-greet session with the Olympic athletes, cultural sightseeing, attending Olympic sporting events and post-medal ceremonies with medal winners. Each champion kid will also receive the official McDonald's Champion Kids uniform and other gifts in conjunction with this premier sporting event.

The Malaysian champion kids would also get a chance to interact with other children from across the globe.

In order to spread the excitement and inspire even more youngsters, the champion kids would share their stories and experiences with their local communities through a variety of network including the print and electronic media.