

**MEDIA ALERT/
CALENDAR LISTING**



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LOCAL MAN BECOMES A NATIONAL CELEBRITY AFTER WINNING A MILLION DOLLARS IN THE McDONALD'S MONOPOLY GAME

- WHO:** In addition to winning a million dollars last year, Travis W., from St. Charles, MO can now scratch celebrity off his list. Travis, one of two national Monopoly grand prize winners in 2007, can be seen in national TV advertisements promoting the Monopoly Game at McDonald's.
- WHAT:** Last October on his way home from work, Travis stopped by the McDonald's Restaurant located at 8960 Page Ave. to purchase a 32 oz. drink. After receiving the drink he peeled the Monopoly Game pieces off and quickly learned that he was a grand prize winner. Now Travis is appearing in two TV ads to let others know it can happen to them.
- WHEN:** The advertisements started airing October 1st and will continue airing until November 2nd.
- WHERE:** The advertisements will be airing on national television and are designed to let consumers know that they can now collect Monopoly game pieces at participating McDonald's Restaurants.
- WHY:** When Travis was asked why he was so excited to be in the commercial he said, " I just want people to see that anyone can be a winner. I mean look at me... I thought 'Why not give it a try and get a soda?' and now I have a million dollars coming my way!"

McDonald's USA, LLC, is the leading foodservice provider in the United States serving a variety of wholesome foods made from quality ingredients to millions of customers every day. More than 80 percent of McDonald's 13,700 U.S. restaurants are independently owned and operated by local franchisees. For more information about McTeacher's Night & St. Louis/Metro East McDonald's visit www.McDonaldsSTL.com.