

MEDIA ALERT/CALENDAR LISTING

Contact Information:

Mary Dreyer, Hoffman/Lewis
314-802-2989

LIGHTS IN THE SKY MEAN FREE MEDIUM FRY AT McDONALD'S

"Big Mac Spotlight Nights" hit St. Louis/Metro East March 31 – April 24

WHAT: Now through the end of the month, lights will fill the night sky of St. Louis/Metro East during "Big Mac Spotlight Nights." During this event customers who visit a restaurant with a spotlight will receive a free medium box of delicious Mickey D's fries with purchase of a Big Mac® Sandwich. Local radio stations are getting in on the fun by hosting contests in which callers who "spot the spotlights" can call in, tell the location, and register to win cash and cool trips.

WHEN: "Big Mac Spotlight Nights" will take place at 24 hour and late-night McDonald's Restaurants, during the nighttime hours. The phases are from: March 31-April 24, July 7-30 and October 13-November 6. The times of the events are: 10 p.m. – midnight Sunday through Wednesday, and 9 p.m. – 2 a.m. Thursday through Saturday.

WHERE: "Big Mac Spotlight Nights" will take place at McDonald's Restaurants, throughout the St. Louis and Metro East areas, with as many as 40 restaurants participating per night.

McDonald's is the leading global foodservice retailer, with 153 restaurants in the St. Louis and Metro East Area. Approximately 80 percent of all McDonald's restaurants worldwide are owned and operated by local, independent businessmen and women. McDonald's 30,000 restaurants globally nearly 50 million people in 119 countries each day.

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