



**\*\*Photo/Caption\*\***

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## **LOCAL MCDONALD'S® THROWS OLD SCHOOL VERSUS NEW SCHOOL IN-STORE CELEBRATION IN HONOR OF NEW MAC SNACK WRAPS™**

*Celebration Collects Hundreds of Coats and Blankets for the Salvation Army of Philadelphia;  
Mac Snack Wrap™ Gives Customers a New Twist on an Old Classic Menu Item*

McDonald's of Upper Darby hosted a two-hour "old school versus new school wrap it up celebration" on January 14, where Power 99 FM's DJ Doc B played old school classics and new school hits to play on the Mac Snack Wrap's old school flavor and new school structure. Guests enjoyed samples of the Mac Snack Wrap™ while they cast their vote for their favorite music style, with a vote cast for old school earning a Big Mac® coupon and a vote for new school earning a Mac Snack Wrap™ coupon, while supplies lasted. McDonald's collected over \$1,000 worth of coats and blankets for the Salvation Army of Philadelphia as part of a larger promotion being held at stores throughout the Philadelphia Region to "wrap up winter".



**Pictured left to right:** Wayne Holliday, Owner/Operator, McDonald's; Tanya Holliday, Owner/Operator, McDonald's; Ronald McDonald; Major Patricia Washington and Major Amos Washington, The Salvation Army Darby Corps Community Center.

### **Additional info on the Mac Snack Wrap:**

Debuting for just \$1.49 [prices and participation may vary] the made-to-order Mac Snack Wrap consists of the same high quality ingredients McDonald's customers have come to expect in its classic Big Mac sandwich, including half a juicy quarter pound 100% beef patty, creamy Big Mac special sauce, fresh shredded lettuce, American cheese, crispy sliced pickles and chopped onions all wrapped in a flour tortilla.

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**BACKGROUND:**

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 14,000 U.S. restaurants are independently owned and operated by local franchisees. There are more than 300 McDonald's restaurants in the Greater Philadelphia Region. For more information on McDonald's visit [www.mcdonalds.com](http://www.mcdonalds.com) or log on at any of the 10,000 Wi-Fi enabled McDonald's U.S. restaurants. Visit [www.mcstate.com](http://www.mcstate.com) for local restaurant, career and program information.

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