



For immediate release

SURPRISE OF A LIFETIME – 12 YEAR OLD INUVIK CURLER HEADED TO THE VANCOUVER 2010 OLYMPIC WINTER GAMES

Karly King Simpson is one of eleven Canadian kids that will rub shoulders with athletes, attend high-profile events and interact with kids from around the globe as part of McDonald's Champion Kids® program

Inuvik, Northwest Territories (October 27, 2009)– Local Inuvik curler, Karly King Simpson will experience the worldwide spirit of the Vancouver 2010 Olympic Winter Games first-hand as one of 11 kids from across Canada chosen for the worldwide McDonald's Champion Kids program. As part of this exciting once-in-a-lifetime opportunity, the Inuvik youngster– along with a parent or guardian – will attend high-profile Olympic Winter Games events, meet athletes, visit cultural sites and interact with other McDonald's Champion Kids from around the world.

“I can't believe that I was chosen to be a McDonald's Champion Kid,” said Karly, age 12. “I'm so excited to go to the Games and meet other kids from around the world – I can't wait!”

The grade seven student was truly amazed when she recently discovered that she was a McDonald's Champion Kid. Surrounded by her peers, family and friends, Karly was told she was part of this exciting program from Ronald McDonald at a surprise celebration during Karly King Simpson's curling practice. Karly was also presented with a care package as a send-off to the Games.

Karly is a natural leader and always demonstrates good sportsmanship. At school, Karly participates in basketball, soccer, wrestling, swimming, softball, floor hockey and bordenball.

Outside of school, Karly is a competitive junior curler. In March 2009, Karly led her team to a first place finish at a junior curling competition in Whitehorse. This year, Karly and her teammates are committed to qualifying for the Canadian Junior Curling Championships, practicing five days a week to achieve their goal.

“We're extremely pleased that Karly was chosen to be part of our McDonald's Champion Kids program,” said Louis Payette, National Media Relations Manager, McDonald's Canada. “Karly has certainly earned this special opportunity by demonstrating tremendous leadership and a strong commitment to leading an active lifestyle and I know she will be a proud representative of the local community at the Games.”

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Karly and the other Canadian McDonald's Champion Kids were chosen by a selection committee that included two-time Olympic gold medalist Cassie Campbell and, in Quebec only, two-time Olympic Silver Medalist Alexandre Despatie based on their commitment to fitness and leading an active lifestyle, for participating in a variety of extracurricular activities and for demonstrating leadership among their peers.

About McDonald's Champion Kids

The McDonald's Champion Kids program was first launched during the Beijing 2008 Olympic Games. Two Canadian youngsters had an opportunity to join other children from all over the world in Beijing including Max Newton, who will act as an ambassador to the program in Vancouver. As an ambassador, Max will share his experiences from Beijing with the group while participating in some of the Olympic Winter Games activities.

"I feel really lucky to be an ambassador for the McDonald's Champion Kids program," said 11-year-old Max Newton. "I had such an amazing time in Beijing that I'll never forget – I'm really looking forward to meeting this year's McDonald's Champion Kids and sharing my experience with them."

About McDonald's and the Olympic Games

McDonald's commitment to the Olympic Movement began in 1968, when the company airlifted hamburgers to U.S. athletes in Grenoble, France after they reported being homesick for McDonald's food. Since then, McDonald's has served its menu of choice and variety to millions of athletes, their families and their fans, and will be doing so again in Vancouver including such favourites as the Big Mac® sandwich and World Famous Fries™, as well as the Egg McMuffin® sandwich, Chicken McNuggets®, entrée salads and Fruit n' Yogurt Parfaits. The Olympic Winter Games in Vancouver mark McDonald's seventh Olympic Games as a Worldwide Sponsor and eighth as the Official Restaurant of the Olympic Games. McDonald's sponsorship will continue through the 2012 Olympic Games in London.

About McDonald's Canada

McDonald's is the leading foodservice company in the world. McDonald's Restaurants of Canada Limited and its Canadian franchisees own and operate more than 1,400 restaurants and employ more than 77,000 Canadians coast to coast. Approximately 70 per cent of McDonald's Canadian restaurants are locally owned and operated by independent entrepreneurs. For more information about McDonald's Canada, visit the company's web site at www.mcdonalds.ca.

For more information:

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