



For Immediate Release

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## **McDONALD'S® CELEBRATES THE YEAR OF THE DRAGON**

*Highlights include Ronald McDonald® marching in the 13<sup>th</sup> Annual Chinatown Lunar New Year Parade and sponsorship of an exclusive Lunar New Year event for Chinatown students*

**NEW YORK, NY (January 19, 2012)** – McDonald's will celebrate the Year of the Dragon by participating in key Lunar New Year festivities and sponsoring local community events in New York. Company mascot Ronald McDonald will have an especially high-profile role at many of these celebrations, which include a special appearance at the New Year Firecracker Ceremony & Cultural Festival in Chinatown on Lunar New Year's Day (January 23), hosting a McDonald's-sponsored Lunar New Year program for the students of P.S. 1 in Chinatown (January 27) and marching in the 13<sup>th</sup> Annual Chinatown Lunar New Year Parade (January 29). McDonald's participation at these events is made possible through the company's ongoing community engagement with the city's leading Asian American organizations and institutions. To learn more about McDonald's programs in the local Asian American community, please visit [www.mcdonaldsnytristate.com](http://www.mcdonaldsnytristate.com).

Below are details for the Lunar New Year events which McDonald's will be participating:

**January 23, 11:30am - 1:30pm**

**Ronald McDonald attends the New Year Firecracker Ceremony & Cultural Festival**

Ronald McDonald will join Asian American community leaders and local officials in welcoming the Year of the Dragon at Better Chinatown Society's New Year Firecracker Ceremony and Cultural Festival at Sara Roosevelt Park (Canal & Forsyth St.). The event will feature the detonation of thousands of firecrackers as well as various cultural performances, including a traditional Chinese lion dance.

**January 27, Noon - 2:00pm**

**McDonald's sponsors Lunar New Year Celebration at P.S. 1**

McDonald's will sponsor an exclusive Lunar New Year celebration for the students of P.S. 1 Alfred E. Smith School in Chinatown. Hosted by Ronald McDonald, the program will educate children about Lunar New Year traditions and feature a lion dance performance by the New York Chinese Freemasons Athletic Club as well as the inaugural performance of the "McDonald's Martial Arts Dance Crew," a multicultural group of young dancers who blend hip-hop with Asian martial arts.

**January 29, 1:00pm – 2:30pm**

**Ronald McDonald marches in the 13<sup>th</sup> Annual Chinatown Lunar New Year Parade**

Ronald McDonald will walk the parade route, which runs through all the major streets of Chinatown (Mott, Canal, Bowery, Chatham Square, East Broadway, Eldridge, Hester, Forsyth and Grand) before culminating at Sara Roosevelt Park (at Grand Street). Following the parade, Ronald will be available for photos at the Lunar New Year Festival at Sara Roosevelt Park (Canal & Forsyth St.) until 2:30pm.

**February 4, 7:00pm - 9:00pm**

**McDonald's sponsors Columbia University's "cultureSHOCK"**

For the second year in a row, McDonald's is sponsoring "cultureSHOCK," a presentation of Columbia University's Asian American Alliance. One of the largest student-run events at Columbia University, "cultureSHOCK" features performances by established and emerging Asian American musicians and a fashion show highlighting new Asian American designers.

**Ring in the Lunar New Year with new Chicken McBites™**

The Year of the Dragon will feature an array of new menu offerings from McDonald's beginning with Chicken McBites on January 26. Made with juicy pieces of bite-sized premium chicken breast and a savory home-style seasoning, chicken fans can also pair them with a variety of dipping sauces for their dunking pleasure. McDonald's Chicken McBites are perfectly poppable and served in a new convenient package for today's busy lifestyles. Its three sizes -Snack (3 oz.), Regular (5 oz.) and Shareable (10 oz.)- can accommodate any occasion whether customers are on-the-go or sharing with friends. Chicken McBites will only be available through April, while supplies last.

“The Chinatown Lunar New Year Parade is very proud to be working with McDonald’s again,” said Steven Tin, Executive Director of the Better Chinatown Society, organizer of the Chinatown Lunar New Year Parade. “Ronald McDonald will certainly add extra fun and excitement to what promises to be our biggest parade yet.”

“These Lunar New Year festivities not only celebrate the Year of the Dragon but also our city’s marvelous cultural diversity,” said Tony Scari, McDonald’s New York Metro Co-op President. “McDonald’s is honored to be participating in some of New York’s biggest Lunar New Year celebrations during this very special year.”

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#### **About McDonald’s New York Metro Region**

McDonald’s is the world’s best-known brand and is the global leader in food service. There are more than 600 McDonald’s restaurants, owned by 100 franchisees, located throughout the New York, New Jersey and Connecticut Tri-State area. Visit [www.mcdonaldsnymetro.com](http://www.mcdonaldsnymetro.com) or follow us on Twitter [@McDNYTriState](https://twitter.com/McDNYTriState) for more information about other McDonald’s area programs.

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