



## McDONALD'S® OLYMPIC HISTORY

### 1968

Just 13 years after opening its first restaurant, McDonald's began its support of the Olympic Movement by airlifting hamburgers to U.S. athletes competing in Grenoble, France, after they reported they were homesick for American hamburgers.

### 1976

McDonald's became an Official Sponsor of the Olympic Games for the first time during the Olympic Games in Montreal.

### 1984

McDonald's and its franchisees provided the funding to build the Olympic Swim Stadium in Los Angeles.

### 1988

McDonald's sponsored several National Olympic Committees participating in the Olympic Games in Seoul, Korea.

### 1992

McDonald's sponsored several National Olympic Committees participating in the Olympic Games in Barcelona, Spain.

### 1994

McDonald's sponsored several National Olympic Committees participating in the Olympic Games in Lillehammer, Norway.

### 1996

McDonald's became a Centennial Olympic Games Partner of the Atlanta Games and was invited to operate the first-ever branded restaurant in the Olympic Village. McDonald's restaurants on-site provided 15,000 athletes, coaches and officials with a "familiar taste of home."

McDonald's extended its long-standing commitment to the Olympic Movement by joining The Olympic Partner Program (TOP) and became a Worldwide Sponsor of the 1998 and 2000 Olympic Games.

### 1998

McDonald's served as a TOP partner and Worldwide Sponsor for the first time at the Olympic Winter Games in Nagano, Japan.

This was also McDonald's first opportunity to bring the fun and excitement of the Olympic Games to all its customers around the world through its global sponsorship and local promotions.

### 2000

McDonald's celebrated youth through its sponsorship of the Olympic Youth Camp at the Sydney Games. McDonald's countries selected two outstanding young people from every Olympic country to travel to Sydney as McDonald's Olympic Achievers.

McDonald's renewed its TOP Worldwide Sponsorship for the 2002 Olympic Winter Games in Salt Lake City, Utah, USA, and the 2004 Olympic Games in Athens, Greece.

### 2002

As part of its Worldwide Sponsorship of the Salt Lake City Games, McDonald's announced its new Olympic Champion Crew Program, which brings the best restaurant employees from around the world to serve the world's best athletes at McDonald's official Olympic venue restaurants.

### 2004

As part of its worldwide sponsorship of the Olympic Games in Athens, Greece, McDonald's launched a series of Go Active!™ fitness initiatives and again honored its Olympic Champion Crew from around the world who traveled to Athens to feed the athletes, coaches, media and spectators.

McDonald's announced the renewal of its current worldwide Olympic TOP sponsorship for the 2006-2012 "double quadrennial."

### 2005

With the support of the International Olympic Committee, McDonald's launched a worldwide balanced, active lifestyles public awareness campaign – *"it's what i eat and what i do™ ... i'm lovin' it®."* Designed to help people understand the concept of energy balance, this initiative calls attention to the importance of eating right and staying active.

### 2006

McDonald's launches the official worldwide rollout of nutrition information on product packaging at the Torino 2006 Olympic Winter Games. Restaurants in Torino, Italy, are the first to feature the new packaging and in-store materials. The Company also unveils a new grassroots sports program for children with the support of Olympic athletes.

McDonald's again celebrates its Olympic Champion Crew – more than 300 top-performing employees from 24 countries chosen to travel to Torino to serve the world's best athletes, coaches and media at McDonald's official Olympic venue restaurants.