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MONOPOLY Game at McDonald's Returns with a Chance to Win One Million Dollar Prize on Big Mac



July 11, 2013

This summer, cash, cars, vacations and million dollar prizes, along with your favorite McDonald's food, are all up for grabs at nearly 14,000 McDonald's restaurants across the U.S. as the 21st edition of MONOPOLY® at McDonald's returns July 16. The in-restaurant promotion brings back popular prizes, with added incentive to join in on the fun with two \$1 million prizes, including a chance to win \$1 million on the classic Big Mac sandwich.

With one-in-four* odds of winning and Game Pieces being distributed on a variety of customers' favorite menu items, MONOPOLY enthusiasts have more chances to win big this year, which means even more reasons to play.

"Our customer's favorite promotion, MONOPOLY at McDonald's, is still going strong," said Douglas Freeland, Marketing Director for McDonald's USA. "With cash, FIAT® vehicles, trips to the Super Bowl, the Beats by Dre Pill, and your chance to win a \$1 million prize on a Big Mac, this summer will be more fun than ever at McDonald's!"

This year's game pieces will be available on many menu favorites, including: Premium McWrap®; Big Mac sandwich; Chicken McNuggets® (10 pc. & 20 pc.); Filet-O-Fish® sandwich; Large Fries; Egg White Delight McMuffin® sandwich; Sausage McMuffin with Egg; Oatmeal; Hash Browns and Medium (16 oz.) & Large (22 oz.) cold McCafé drinks and Large McCafé Iced Coffee (32 oz.), Medium (21 oz.) Fountain Drinks; Medium (16 oz.) or Large (22 oz.) Iced McCafé®, Blended McCafé, McCafé Smoothies or McCafé Shakes; Small (16 oz.), Medium (22 oz.) or Large (32 oz.) McCafé Iced Coffee (Large McCafé Iced Coffee not available in Puerto Rico); Medium (16 oz.), Large (22 oz.) or Extra Large (32 oz.) Minute Maid® Premium Orange Juice.

Cash prizes ranging from \$50 to \$1 million**, new FIAT® 500 vehicles, Delta Vacations trips for two, Redbox® movie rentals, Beaches® Resorts Luxury Included® Caribbean Vacations, Super Bowl XLVIII trip from EA SPORTS, Shell Fuel For A Year, along with tasty McDonald's menu items and many more prizes are all up for grabs. MONOPOLY at McDonald's is available in restaurants until August 12, or while supplies last, and online until 11:59:59 on August 26.

While the promotion continues to drum up natural excitement for McDonald's customers, there are also additional activities to celebrate its summer return:

MONOPOLY at McDonald's on the Race Track: This year, McDonald's kicks off the launch of MONOPOLY at McDonald's with an innovative new Pass Go! Sweepstakes featuring Earnhardt Ganassi Racing with Felix Sabates (EGR) driver Jamie McMurray. At the Loudon, NH race on July 14, every time McMurray passes the start/finish line a lucky fan receives \$200. If McMurray completes all 301 laps, the fan wins \$60,200. "This is unprecedented and exciting," said Douglas Freeland, Marketing Director for McDonald's USA. McMurray will also drive a newly designed MONOPOLY

brand-themed race car and wear a matching fire suit. The car will also race on August 11 in Watkins Glen, NY.

Social Media Engagement: This year, MONOPOLY at McDonald's will once again tap into to social media to help drive the conversation online. On Twitter, fans can keep up with the conversation by following @McDonalds or using the hashtag #McDMonopoly throughout the promotion period. There will also be posts throughout July which will blend elements of the traditional board game, such as the introduction of the new MONOPOLY Cat token chosen by fans earlier this year in a worldwide vote. The new cat token will be in MONOPOLY games at retail this summer.

Local Market Events: To further celebrate the return of MONOPOLY at McDonald's, several cities across the country will be hosting events in their markets in the first week following the launch of the game. Various markets will also take to their regional social media channels to help promote their efforts. For more information, customers can follow their local Twitter pages, or keep up with the hashtag #McDMonopoly on Twitter.

Customers will also continue to have multiple ways to play and win with the 2013 MONOPOLY Game at McDonald's:

- In-Restaurants: The [2013 MONOPOLY Game](#) is available at participating [McDonald's](#) restaurants starting July 16 through August 12, or while supplies last. Players can peel game pieces from select menu items to collect property sets for a chance to win one of twenty FIAT® 500 vehicles, cash prizes up to \$1 million** and many other exciting prizes.
- In-Restaurants Instant Win: Players can peel game pieces from select menu items to instantly win prizes from cash to McDonald's menu items and more.
- Online Instant Win: Each MONOPOLY Game Stamp contains a unique game code valid for one online game play for another chance to instantly win one of millions of incredible prizes.
- Online Sweepstakes: Starting July 16 through August 26, players can enter McDonald's game piece codes at www.playatmcd.com for one entry into the Online Sweepstakes for the chance to win many prizes, including a new 2013 FIAT® 500 Cabrio. (NO PURCHASE NECESSARY)

The MONOPOLY Game at McDonald's is open to residents of the U.S., Canada, Guam, Puerto Rico and Saipan. For complete details and Official Game Rules, visit www.playatmcd.com.


* Odds are based on Game Pieces (each has 2 Game Stamps); mostly food prizes.

** \$1 million payable \$50,000 per year for 20 years without interest.

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