



Press Release

McDonald's launches Anti-Polythene campaign in Dasuya

Dasuya, July X, 2011

In an effort to generate awareness about the harmful effects of polythene in the environment, McDonald's launched its anti-polythene campaign in Dasuya on August 2. As a part of the initiative, McDonald's organized a painting competition for children at the outlet to create awareness on environmental issues in these children, from a young and impressionable age.

The activity received tremendous support and participation from around 50 children from Cambridge International School in the competition. The contest was to boost young talents who nurture a dream of making a difference in the present world.

Enthusiastic participants exhibited their talent as they expressed themselves on the theme: "SAY NO TO POLY BAGS". Children up to 15 years of age through their paintings expressed their vision of a polythene free city and what can be done to realize that vision.

As a part of the ongoing campaign, McDonald's will also organize a rally "JHAPTO OR LAPKO AANDOLAN" and cleanliness drives led by McDonald's employees and students. During the rally, the participants will persuade the usage of paper bags instead of polythene for the betterment of the environment.

The winners will be announced at a felicitation ceremony at McDonald's Dasuya in the month of August. The culmination of this initiative will be graced by Amarjeet Shahi, Chief Parliamentary Secretary Finance and Planning department.

About McDonald's India: McDonald's™ is the world's leading food service retailer, with more than 30,000 restaurants serving over 50 million customers each day in more than 119 countries. In India, over 2.5 lakh customers visit McDonald's™ family restaurants spread across India every day.

McDonald's has 229 restaurants in India of which 109 are in North & East India and 120 in West & South India.

McDonald's India (North & East India) has 109 stores: with 40 in Delhi, 15 in Haryana- Faridabad (3), Manesar (2) (Highway and Drive - Thru), Gurgaon (7), Karnal (1) (Highway and Drive - Thru), Panipat (1), Ambala (1), 6 in Rajasthan - Jaipur (3), Jodhpur (1), Kota (1), Udaipur (1), 1 in Uttaranchal - Dehradun (1), 28 in Uttar Pradesh – Noida (5), Greater Noida [1], Ghaziabad (7), Mathura (1) (Highway and Drive Thru), Kanpur (2), Meerut (2), Lucknow (5), Agra (1), Allahabad (1), Varanasi (2), Gajraula (1) (Highway and Drive - Thru), 13 in Punjab - Chandigarh (2), Ludhiana (2), Doraha (1) (Highway and Drive - Thru), Jalandhar (2), Patarsi (1) (Highway and Drive - Thru) Dasuya (1) (High and Drive-Thru), Amritsar (1), Patiala (1), Zirakpur (2), 3 in West Bengal – Kolkata (3), 1 in Himachal Pradesh- Jabli [1] and 2 in Madhya Pradesh- Gwalior [1], Bhopal (1)

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