

From: MMRNews (Multicultural Marketing News) [mailto:MMRNews@multicultural.com]
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Subject: McDonald's USA Receives Prestigious Marketer of the Year Award

McDonald's® USA Receives Prestigious Marketer of the Year Award
Award Given in Recognition of the Brand's Leadership Marketing and Commitment to the Asian American Community

Oak Brook, Ill. (June 15 , 2010) – McDonald's USA was recently honored with the “Marketer of the Year Award” at the Asian American Advertising Federation's conference. The award is in recognition of McDonald's unwavering commitment and support of the Asian American market throughout the years and is given annually to those companies that demonstrate a long time commitment and dedication to the Asian American community.

“We are extremely honored to receive the “Marketer of the Year Award” from the Asian American Advertising Federation,” said Vivian Chen, U.S. marketing manager, McDonald's USA. “This award is an important recognition from the Asian American community for McDonald's ongoing commitment to a very important and valued customer segment.”

As a marketing leader, McDonald's in collaboration with its agency partner, IW Group, continually seeks creative and innovative ways to connect with the Asian American community through relevant marketing and advertising campaigns. Most recently, McDonald's launched a new branding campaign that featured Michelle Wie in the Asian American market that was produced in Chinese, English, Korean and Taglish. The new branding campaign was an integrated marketing effort that included advertising, PR and online components.

In addition to leadership marketing, McDonald's continues to support key initiatives around education and achievement such as college workshops, scholarship programs and Asian festivals that touch the lives of thousands of Asian Americans.

About McDonald's

McDonald's USA, LLC, is the leading foodservice provider in the United States serving a variety of wholesome foods made from quality ingredients to more than 26 million customers every day. Nearly 90 percent of McDonald's 14,000 U.S. restaurants are independently owned and operated by local business men and women. Customers can now log online for free at any of the 11,000 participating Wi-Fi enabled McDonald's U.S. restaurants. For more information, visit www.mcdonalds.com, or follow us on Twitter ([@McDonalds](https://twitter.com/McDonalds)) and Facebook ([Facebook.com/McDonalds](https://www.facebook.com/McDonalds)) for updates on our business, promotions and products.

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About This Newsletter

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