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## **MEDIA ALERT**

Dallas, Texas, (Sept. 12, 2012)

### **McDONALD'S USA ADDING CALORIE COUNTS TO MENU BOARDS IN NORTH TEXAS**

*McDonald's leadership takes further steps in journey toward helping customers, employees make informed nutrition choices*

#### **Menu Board Labeling to Inform Customer Choices**

"At McDonald's, we recognize customers want to know more about the nutrition content of the food and beverages they order," said Jeff Smith, local Dallas, McDonald's Owner/Operator. "As a company that has provided nutrition information for more than 30 years, we are pleased to add to the ways we make nutrition information available to our customers and employees in North Texas and throughout the United States."

**WHAT:** Today, [McDonald's](#) announced that, starting this month, the company will list calorie information on restaurant and drive-thru menus nationwide, including all North Texas Restaurants, to further inform and help customers and employees make nutrition-minded choices.

**WHY:** According to recent research by the International Food Information Council Foundation, about 15 percent of Americans accurately estimate the number of calories they need to maintain their weight. This past summer, McDonald's introduced a "Favorites Under 400" menu that highlights the calorie information for some of customers' favorite foods and beverages to help put calorie counts in better context.

**WHEN:** \*11 a.m. – 2 p.m., Media Interview Opportunities with Jeff Smith, Owner/Operator and local Dietitian Carina Saez

**WHERE:** \*McDonald's Restaurant located 5722 W. Lovers Lane Dallas, Texas 75209

\* Time and Restaurant location is for media interview purposes only.

\*\*To schedule media interviews, please contact the listed media contact representative.

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