



proud sponsor

9 February 2010

Dear Parent,

Re: Invitation to participate in the McDonald's® Player Escort Competition Launch Clinic

McDonald's Australia is launching the McDonald's Player Escort Competition on Tuesday 2nd March with the Today Show on Channel 9. The McDonald's Player Escort Competition is a national competition which gives Australian children aged 6 – 10 a chance to win a trip to the 2010 FIFA World Cup™ in South Africa to walk hand-in-hand on the field with an Australian sporting hero.

We would like to invite you and your child/ren aged between 6 – 10 to participate in the official launch clinic for the McDonald's Player Escort Competition.

When: Tuesday 2 March, 2009
6.45am for a 7am kick off, clinic runs until 8.40am
Where: Leichhardt Oval, Mary St, Leichhardt
What: Soccer clinic conducted by Football NSW, with special appearance by Tony Popovic

The clinic will offer participants five x 20 minute skills sessions with former Socceroo and Sydney FC assistant coach, Tony Popovic. Steven Jacobs and camera crew from the Today Show along with other media will be present at the launch event, thus attendance at the clinic will require your parental consent in agreement of any media photos and interviews.

Please find attached further details on the McDonald's Player Escort Program and a consent form should you and your child/ren be interested in attending.

We hope this is of interest to you and your family, and welcome any further questions be directed to Adam Cosgrove from Football NSW on adamc@footballnsw.com.au or 02 8814 4417. Clinic places are limited so please contact Adam with Name, Contact Number, Email and Age of each child to register. Once attendance is confirmed, further details will be provided.

*Please note that to be eligible to enter the competition, your child must be aged between 6 and 10 as of 20 June 2010.

Kind regards,

Michael Pires
McDonald's Australia Ltd
21-29 Central Ave
Thornleigh, NSW 2120
Ph: (02) 9875 6666



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MCDONALD'S CELEBRATES BEING A GOOD SPORT

In the true spirit of sportsmanship, McDonald's is launching the McDonald's Player Escort Competition as part of its global sponsorship of the FIFA 2010 World Cup™. Bringing further excitement to one of the World's most watched sporting events, the McDonald's Player Escort Competition will provide 10 lucky children from around Australia with a once-in-a-lifetime experience - to attend the World Cup in South Africa and walk onto the field hand-in-hand with one of their Australian sporting heroes.

The McDonald's Player Escort Competition is open to all children in Australia aged between 6 and 10 years (at 20 June 2010). Providing an exclusive opportunity, the winners will walk onto the field at the Australia v Ghana match in Johannesburg on 19 June with one of their Australian football heroes. In addition they will tour cultural cities and sights in South Africa, develop new friendships and make life-long memories.

To have a chance of winning a place on the McDonald's Player Escort Program and travel to South Africa for the FIFA 2010 World Cup, eligible participants use the online tool on our website to create their own comic strip about sportsmanship values, and fill out the entry form. Entries for the McDonald's Player Escort Competition opened on 30th January 2010 and close at 11.59pm on 31 March 2010. Entries are submitted online through www.mcdonalds.com.au – which includes further information about the program, including the full terms and conditions of the competition.



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MCDONALD'S PLAYER ESCORT COMPETITION LAUNCH CLINIC

Parent/Guardian Consent Form

I hereby grant to McDonald's, its local Chapters and programs, advertising and promotional agencies, and their agents (collectively), the irrevocable, unrestricted right to use, publish, display and distribute materials bearing my name, voice, likeness or any other identifiable representation of myself. These materials may appear in any form, style, colour or medium whatsoever now or hereafter known (including, without limitation, photographs, videotapes, films, sound recordings, software, drawings, prints, broadcast, internet and electronic media).

I agree that all materials containing any identifiable representation of me (including, without limitation, all negatives, plates and masters of any photographs, files, prints or tapes) shall be and remain the sole and exclusive property of McDonald's, and I hereby assign any proprietary right I may have acquired in or to such material to McDonald's. I hereby release and forever discharge McDonald's from any and all liability and damages relating to the use of my name, voice, likeness or any other identifiable representation of me.

I hereby waive any right I may have to inspect or approve the finished materials or any part or element thereof that incorporates my name, voice, likeness or any other identifiable representation of myself.

I have agreed to the above in consideration of the opportunity given to me by McDonald's to appear in these materials. I acknowledge that I have fully read and understand this document and that I have had any questions regarding its effect or the meaning of its terms answered to my satisfaction. I certify that I am at least 18 years of age, unless this document is also signed by my parent or legal guardian.

Name (please print)

Signature

Address

Date Signed

State, Post Code

I represent that I am a parent or legal guardian of the person identified above, who is a minor. I consent to the use of his/her name, voice, likeness and/or other identifiable representation of him/her as set forth above.

Signature of Parent or Guardian

Minor's Date of Birth

Name of Parent or Guardian (please print)

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