

# FIB RELEASE JOHNSTONE FOODS MCDONALD'S

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For more information, contact:

**Tracy Johnstone 850-819-4908**

Online Newsroom:

<http://news.mcdonalds.com/US>

## **McDonald's SHARES LOVIN' WITH Panama City, Florida CUSTOMERS**

*Some lucky customers will be able to pay for their McDonald's food or beverage with simple acts of Lovin' as part of brand first effort*

**Panama City, Florida – February 2, 2015**— McDonald's is now randomly accepting Lovin' as a form of currency. Following the launch of McDonald's "Pay with Lovin'" Super Bowl commercial, the company is bringing the idea to life at participating restaurants across the U.S.

Customers who enter participating McDonald's restaurants\* in the **Panama City, FL** area at randomized, predetermined times between Monday, Feb. 2 and Saturday, Feb. 14 from 6 a.m. to 6 p.m. local time each day will be selected at random to participate. Once a selected customer has completed his or her order and presented a method of payment, the restaurant Guest Service Manager or Lovin' Lead will explain that McDonald's is doing something special that day, and the customer will be given the option to pay for his or her order with an act of Lovin' instead. For instance, breakfast might cost a friendly fist bump to the crew member on duty, lunch could be paid for with a call to a loved one and dinner could go for a compliment\*\*.

"McDonald's is in a unique position to bring a little more lovin' to our customers," said Deborah Wahl, chief marketing officer for McDonald's USA. "We're on a journey to change the relationship and conversation and Pay with Lovin' is a direct way for us to engage with our customers. We believe that a little more Lovin' can change a lot."

**All Johnstone Foods Family locations will participate in Payin with Lovin.**

**“our crew are beyond excited about this opportunity to engage with customers – they are decked out in their new Lovin T-Shirts, stores are decorated to celebrate some local lovin”** said Tracy Johnstone, local area McDonald’s Franchisee with Johnstone Foods McDonald’s Family Franchise

McDonald’s is encouraging people to share their Lovin’ experiences and join the conversation by following [@McDonalds](#), visiting [McDonalds.com](#) and [@johnstonefoods](#) or [facebook.com/mcdjfi](#)

*\* Drive Thru not included*

*\*\* Example*