

MEDIA ALERT



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McDonald's Shares Lovin' with Johnstone Foods Family Customers

Interview and Video/Photo Opportunity

WHAT: McDonald's is now accepting Lovin' as a form of currency. With 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. Some lucky customers in **Panama City, Florida at the Johnstone Foods locations** will be selected through a randomized process at predetermined times and engaged to pay with a Lovin' act instead of money.

McDonald's is encouraging people to share their Lovin' stories and experiences online by tagging [@McDonalds](#) and [@johnstonefoods](#) on Twitter and follow the conversation on McDonald's Tumblr.

WHERE: At Johnstone Foods McDonald's restaurant across from Panama City Mall on Cove Blvd. - General Manager Jam Smaw
1921 Cove Blvd., Panama City, FL 32405

WHO: McDonald's customers experiencing the chance to pay with "Lovin'"

WHEN: **9-10 1-2** on **Monday, February 2, 2015**

WHY: To show customers that a little more Lovin' can actually change a lot. "Lovin'" is more than just an ad campaign - it's a broader brand vision where McDonald's can use its scale to bring back positivity with more uplifting content and conversations in the Lovin' spirit.

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