A new global commitment to make a world of difference.

And a proud collaboration behind it.

Every day, the Clinton Foundation sets an inspiring example by working with organizations everywhere to help make a difference in the well-being of people around the world. At McDonald's®, we've worked with the Alliance for a Healthier Generation to make a Clinton Global Initiative (CGI) commitment, and are dedicated to continually finding new ways to make nutritious choices and nutrition education a bigger part of the McDonald's experience.

In the US, we've served our youngest customers more than 530 million bags of apple slices in our Happy Meals[®] since August 2012. And our menu boards make it easier for people to see calorie information before ordering.

Now, we are going one step further by agreeing to the following commitments by 2020 for 20 major markets around the world that represent more than 85% of our global sales:

1. Provide customers a choice of a side salad, fruit or vegetable as a substitute for French fries in value meals. (Salad, fruit or vegetable option will vary per participating market.)

2. Promote and market only water, milk, and juice as the beverage in Happy Meals on menu boards and in-store and external advertising.

3. Utilize Happy Meal and other packaging innovations and designs to generate excitement for fruit, vegetable, low/reduced-fat dairy, or water options for kids.

4. Dedicate Happy Meal box or bag panels to communicate a fun nutrition or children's well-being message.

5. Ensure 100 percent of all advertising directed to children includes a fun nutrition or children's well-being message.

For 59 years, we've enjoyed seeing the smiles on people's faces. We still do. But now, as global partners with the Alliance for a Healthier Generation and the Clinton Foundation, we look forward to those smiles getting even bigger.

For more, go to mcdonalds.com/changing



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