



McDonald's Saudi Arabia Celebrates the 40th Anniversary of the Happy Meal

December 29, 2019

In December, McDonald's Saudi Arabia celebrated the 40th anniversary of the Happy Meal. In this occasion, McDonald's organized different activities for children and their parents to enjoy, creating happy moments around the Kingdom.

One of McDonald's initiatives was the creation of a series of events celebrating the 40th anniversary of the Happy Meal. The activities were held in various cities across the Western & Southern regions of the Kingdom, giving back to the communities by spreading moments of happiness.

Throughout the month of December, the different activities included a variety of games that aimed to strengthen the bond between parents and children through better communication and cooperation with a chance to win prizes and ultimately, spend quality time together. The events were launched in cooperation with multiple local mall centers in various cities, starting from Jizan and Madinah, followed by Abha, Taif and Tabuk, and ending with the cities of Jeddah and Makkah.

"I would like to extend a special thank you to all those who have helped us make this initiative a brilliant success. We are happy to have celebrated an important milestone for our brand, the 40th anniversary of the Happy Meal." said Mohamed Ali Reza, Deputy General Manager of Reza Food Services Ltd. Co. – McDonald's Western & Southern Region. "As part of our constant efforts to bring happiness to the community, the McDonald's workforce, from head office to operations, cooperated to bring this activity to life by celebrating with our valued customers across the Western & Southern regions. We managed to achieve our goal by embracing the spirit of giving, creating joyful memories and feel-good moments."

About McDonald's

McDonald's is the world's leading quick service restaurant serving high-quality food at more than 36,000 restaurants catering to 69 million people each day in more than 100 countries. McDonald's is committed to Quality, Service, Cleanliness and Value in every aspect of its operations in the region. In the GCC, McDonald's restaurants are locally owned and operated by seven local businessmen. McDonald's opened its first restaurant in Riyadh, Saudi Arabia on the 8th of December in 1993.