



## NEWS RELEASE

### FOR IMMEDIATE RELEASE

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## ROBOTICS WEEK AT McDONALD'S® RESTAURANTS OF HAWAII

### *Support Hawaii High School Robotics Teams With Breakfast Purchase*

**HONOLULU** – McDonald's® Restaurants of Hawaii is proud to team up with Friends of Hawaii Robotics to support some of Hawaii's best and brightest students as they get set to compete in the ninth annual *FIRST* (For Inspiration and Recognition of Science and Technology) in Hawaii Robotics Regional Competition.

During the fundraising week from March 21 to 27, \$1 from every Egg McMuffin® and Egg White Delight® sandwich, and Egg McMuffin and Egg White Delight Extra Value Meal® sold between 5 a.m. and 10:30 a.m. at restaurants statewide will benefit participating Hawaii robotics teams. Teams will also conduct robot demonstrations at selected McDonald's locations across the state, giving customers an opportunity to learn and interact with their local robotics teams.

"We are thrilled to continue supporting our students and their participation in the *FIRST* in Hawaii Robotics Regional Competition," said Victor Lim, McDonald's Restaurants of Hawaii owner/operator. "McDonald's is excited to play a role in assisting our future leaders with their passion for developing new innovations that may one day change the world. We look forward to witnessing the creativity at this year's regional competition and wish all the teams the best of luck."

(more)

Approximately 26 local teams (38 total teams with mainland and international students), comprising students, teachers and mentors, will take part in this year's regional competition. For the fifth consecutive year, McDonald's will be the *FIRST* in Hawaii official breakfast sponsor, providing breakfast sandwiches to all participating robotics teams. In addition, McDonald's will make a \$1,000 donation to each Hawaii team that qualifies for the *FIRST* World Championship competition in St. Louis, Mo. in April.

"McDonald's has shown a deeply passionate commitment to the community with their unwavering support of the *FIRST* in Hawaii Robotics Regional Competition," said Lenny Klompus, *FIRST* regional director and president of Friends of Hawaii Robotics. "The goal of this high school competition as well as other STEM events/tournaments we host starting with elementary school, is to provide Hawaii students statewide with an engaging, innovative outlet for hands-on, real-world problem solving. Friends' daily mission is to motivate our students to excel in and out of the classroom, and to return home after their secondary education, to make a difference in creating a better tomorrow. It's clear that McDonald's involvement is having a direct impact on providing unique opportunities to our local students."

This year's game theme is *FIRST STRONGHOLD*<sup>SM</sup>, a medieval tower defender game where two alliances of three teams compete to score points by breaching their opponents' defenses, otherwise known as outer works, and capturing their opponents' towers. Teams score points by crossing elements of their opponents' outer works, scoring boulders in their opponents' tower goals and surrounding and scaling their opponents' towers.

The regional competition will take place April 1 and 2 at the University of Hawaii's Stan Sheriff Center. In 2015, McDonald's Restaurants of Hawaii donated \$46,000 to *FIRST*'s Hawaii robotics teams.

*FIRST* is a national organization that seeks to inspire young people to become leaders in the fields of science, technology, engineering and math (STEM) through a mentor-based philosophy of partnering students with professionals in the industry. *FIRST* combines the competitiveness of sports with the rigors of science and technology by holding robotics competitions worldwide.

### **About McDonald's Restaurants of Hawaii**

McDonald's Restaurants of Hawaii has 84 restaurants and more than 5,200 employees in Hawaii, Guam and Saipan. In Hawaii alone, the company has 74 restaurants and more than 4,600 employees. McDonald's total economic impact on the state yearly, directly and indirectly, is about \$370 million in spending and nearly 12,000 jobs in the community. McDonald's prides itself on offering career opportunities to employees, with most managers staying with the company for more than 18 years. Follow McDonald's Restaurants of Hawaii on Twitter at @McDonaldsHawaii.

### **About McDonald's USA**

McDonald's USA, LLC, serves a variety of menu options made with quality ingredients to more than 25 million customers every day. Nearly 90 percent of McDonald's 14,000 U.S. restaurants are independently owned and operated by businessmen and women. Customers can now log online for free at approximately 11,500 participating Wi-Fi enabled McDonald's U.S. restaurants. For more information, visit [www.mcdonalds.com](http://www.mcdonalds.com), or follow us on Twitter @McDonalds and Facebook [www.facebook.com/mcdonalds](http://www.facebook.com/mcdonalds).

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