

# TRIANGLE AND EASTERN NC STUDENTS ARE SKIIPPING 4 SCHOOL

This October, Triangle and Eastern NC McDonald's Owner/Operators are partnering with local elementary schools on the Skipping 4 School program. Throughout October, participating schools will encourage their students to get fit and jump rope during gym class and recess.

## WHAT IS SKIPPING 4 SCHOOL?

Skipping 4 School will provide more than 180 elementary schools in the Triangle and Eastern NC with a jump rope pack to encourage children to follow healthy, active lifestyles. Schools will take part in a fun competition by recording jump rope times in October, with the three highest times earning a reward of gym equipment for their respective schools.

## HOW DOES THE COMPETITION WORK?

Physical Education teachers at the Triangle and Eastern NC elementary schools will work with school staff and students to record jump rope time using a fun poster and sticker system from October 1 through October 25. At the end of the program, McDonald's representatives will tally the amount of time jumped by each school. One school in each of three enrollment categories will receive gym equipment and the school with the overall highest jump rope total will receive a visit from Ronald McDonald and other great surprises!

## HOW IS MCDONALD'S INVOLVED?

McDonald's supports a healthy, active lifestyle and has made recent changes to its menu to include the addition of more nutritionally-balanced choices that meet McDonald's reputation for great taste and affordability, along with an increased focus on providing nutrition information that enable customers to make simple, informed menu decisions. McDonald's Happy Meal now automatically includes both produce (apple slices, a quarter cup or half serving) and a new smaller size French fries (1.1 ounces) along with the choice of a Hamburger, Cheeseburger or Chicken McNuggets, and choice of beverage, including new fat-free chocolate milk and 1% low fat white milk.

For the Skipping 4 School program, through the generosity of Triangle and Eastern NC McDonald's owner/operators, each participating school will receive a jump rope pack with 26 ropes for their PE classes. The schools can keep the ropes at the end of the program. Schools will also compete against each other to earn additional gym equipment for their schools, also courtesy of McDonald's.

## WHAT IF I HAVE QUESTIONS ABOUT SKIPPING 4 SCHOOL?

Contact Whitney Williams at [whitney@mckeemanpr.com](mailto:whitney@mckeemanpr.com) or 919-622-0132.



@McD\_Tri\_EastNC

