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**MCDONALD'S SUPPORTS NEW YORK CITY STUDENTS WITH  
HAPPY MEAL READERS DURING  
MCDONALD'S SCHOOL SPIRIT WEEK**

*Local McDonald's owner/operators donate Happy Meal Readers to New York Edge's  
afterschool programs in celebration of McDonald's School Spirit Week*

**New York, NY – October 21, 2020** – As New York City students grapple with the challenges of an unconventional school year in the wake of the COVID-19 pandemic, local McDonald's owner/operators hosted a McDonald's School Spirit Week with [New York Edge](#), the largest provider of afterschool programming in the New York Metropolitan region.

In celebration of McDonald's School Spirit Week, owner/operators donated Happy Meal Readers to New York Edge, which were incorporated into the organization's afterschool programming at public schools throughout the week and helped motivate students to kick off the academic year on a strong start. On Wednesday, October 21, local McDonald's Owner/Operator Linda Dunham joined New York Edge's program virtually and kicked off the activities while sharing inspiring messages with the students on how they can remain on track and succeed this school year.

The Happy Meal Readers include four non-fiction activity booklets that were created in partnership with Universal Pictures and DreamWorks Animation, as they launched the new animated action-adventure series, *Jurassic World: Camp Cretaceous* on Netflix in September. The booklets – available in English and Spanish – feature various prehistoric beasts with fun facts and interactive pages.

“Young people across New York City have faced so many challenges over these last few months, and as they settle into this school year, it is important for us to help motivate them to remain positive and continue learning,” said **local McDonald's Owner/Operator Linda Dunham**. “New York Edge is a fantastic organization that provides local students with enriching afterschool programs, and we are proud to support their efforts.”

"New York Edge is grateful to McDonald's for brightening a challenging school year for our city's youth through their generous donation of Happy Meal Readers and inspiring messages," said **Rachael Gazdick, CEO of New York Edge**. "New York Edge's afterschool programs are providing critical support to students and their families as they continue to navigate the uncertainties surrounding this academic year, and this special initiative with McDonald's is helping us to advance our mission."

New York Edge provides thousands of students from more than 100 schools in grades K-12 across the five boroughs with engaging programs that will enhance their learning, enable them to grow academically and personally, and help them develop the passion and perseverance to meet their goals. From robotics classes, to leadership programs, to chess club, fencing, step club and beyond, New York Edge's groundbreaking initiatives are customized to integrate the school day curriculum and lead to improved academic performance at every level.

Since 2001, McDonald's and its franchisees have distributed close to 542 million books globally through Happy Meal Readers. In the U.S. alone, McDonald's has distributed 74 million Happy Meal books – enough to provide a book for every child under age 12 across the country.

This year's Happy Meal Readers include:

- *Horned Dinosaurs*: One thing you can say about Isla Nublar is that the dinosaurs with horns are the coolest. Check out Triceratops, Carnotaurus and Sinoceratops and see how they show off their impressive horns.
- *Big Dinosaurs*: Bigger than airplanes, longer than semi-trucks, these incredible giants take up a lot of space on Isla Nublar! Keep looking up and enjoy your visit with Brachiosaurus, Apatosaurus and Mosasaurus.
- *Armored Dinosaurs*: Get ready to experience a spike in the excitement level at Isla Nublar! Take a look at Ankylosaurus, Segosaurus and Stygimoloch, the amazing armored herbivores who sometimes used their armor to fend off vicious predators.
- *Ferocious Dinosaurs*: Hop aboard and let's cruise over to Isla Nublar, where you can visit Tyrannosaurus Rex, Velociraptor and Baryonyx. With large, sharp teeth, powerful jaws and big claws, these carnivores were some of the deadliest creatures to ever walk the earth.

For more information about Happy Meal Readers, visit [www.McDonalds.com](http://www.McDonalds.com).

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

McDonald's serves a variety of menu options made with quality ingredients to more than 25 million customers every day. Ninety-five percent of McDonald's 14,000 U.S. restaurants are independently owned and operated by business men and women. For more information, visit [www.mcdonalds.com](http://www.mcdonalds.com), or follow us on Twitter @McDonalds and Facebook at [www.facebook.com/mcdonalds](http://www.facebook.com/mcdonalds).

### **About New York Edge**



New York Edge, formerly known as the Sports & Arts in Schools is a non-profit organization and the largest provider of afterschool programs in the five boroughs of New York City and the metropolitan region. With thousands of students from more than 100 schools in grades K-12, the organization provides under-resourced students with year-round programs to give them the edge needed to succeed. [www.newyorkedge.org](http://www.newyorkedge.org)

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