

# HAPPY 25<sup>TH</sup> ANNIVERSARY McDONALD'S



SERVING CANADIANS  
FOR 25 YEARS

## McDonald's: 25 years of Canadian growth

McDonald's Restaurants of Canada Limited has been serving Canadians for 25 years. From humble beginnings in Richmond B.C., where McDonald's opened its first restaurant outside of the United States, the company has grown to employ more than 65,000 Canadians, making it the nation's seventh largest employer and the largest employer of youth. Over the years McDonald's has undergone many changes -- all in the spirit of providing Canadians with the high quality food and service they have come to expect from McDonald's

Building a successful business on hamburgers is a notion many Canadians would consider an unattainable dream. That's what they thought back in 1967 when McDonald's was struggling to open their first restaurant in Canada. Today, the company is a \$1.4 billion business with 650 restaurants stretching from coast to coast. Supported by a national network of over 200 suppliers, the McDonald's family of Canadian restaurants will purchase some \$480 million in food and paper products alone!

The McDonald's experience was a hit with Canadian customers from the very start. Although the company struggled in the beginning, it took only five years to build a financial base solid enough to launch a national expansion campaign.

### 1992 has been a very special year for McDonald's in Canada --

\* March 23rd we became the country's largest pizza restaurant

\* June 1992 we held the ninth McHappy Day and raised almost one million dollars for children's charities.

\* Now to mark McDonald's 25th anniversary we're hosting \$.25 hamburger parties in all of our restaurants to thank McDonald's customers for their 25 years of support.

1992 has been a year marked with tremendous "McMilestones" - yet no more remarkable than the 25 years of incredible growth and success that preceded 1992. Consider the following:

\* Today McDonald's stretches from coast to coast, from north to south, with 650 restaurants in every province and territory in the country.

\* McDonald's restaurants employ over 65,000 people, are the country's 7th largest employer and the largest employer of Canada's youth.

\* McDonald's Georgetown opened November 3rd, 1975.



Richmond Chandler - Franchise Owner of McDonald's Georgetown congratulates Georgetown Store Manager Kim Benson on the eve of the 25th Anniversary Weekend Celebrations.



# 25¢ HAMBURGER

WITH THE PURCHASE OF ANY DRINK

Twenty-five years ago McDonald's Restaurants of Canada Limited opened its doors for the first time in Richmond, British Columbia. Today, over 650 McDonald's locations span the nation from Vancouver Island to Newfoundland. And we couldn't have done it without you!

Please join us as we celebrate.

Order any drink and get a McDonald's Hamburger for just 25 cents. It's our way of saying ---

**"THANK YOU CANADA!"**

LIMIT 2 HAMBURGERS PER DRINK PURCHASE

185 GUELPH ST. GEORGETOWN

590 MARTIN ST. MILTON



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