

Are You MAC Enough

Written by Robert ID1150
Monday, 11 April 2005 02:50 -

The definitive live music brand, House of Blues(R), is teaming with McDonald's(R) Big Mac(R) to kick off a three-week sweepstakes (April 12-May 2) starting with two launch concert events. Together, the first-ever partners are bringing the ultimate in music and fast food to unveil the Big Mac "Are You MAC Enough?(TM)" sweepstakes.

Reigning Brooklyn hip-hop rap artist Fabolous, will perform tracks from his recently released third album, Real Talk on Atlanta Records at the Chicago kick-off tonight.

On April 12, the momentum continues at the Los Angeles House of Blues with the hip-hop, Latin infused sounds of Grammy award-winning Ozomatli, playing from their latest album entitled Street Signs on Concord Records.

"House of Blues fits perfectly with Big Mac and relates to our customers," said Douglas Freeland, director of Brand/Entertainment Strategy McDonald's U.S. Marketing. "Much like rap and rock music, the Big Mac "Are You MAC Enough?" sweepstakes is energetic, far reaching and about individuality."

"Music is a powerful tool to reach people," said Fabolous. "The "Are You MAC Enough?" sweepstakes gives us a great opportunity to blend our style of music with this promotion."

During the sweepstakes (April 12-May 2, 2005), a MAC code will be featured on Big Mac sandwich packaging at McDonald's while supplies last. Customers can enter the code online at <http://www.playatMcD.com> * or via text message for a chance to win the Big Mac "Are You MAC Enough?" Grand Prize -- tickets, to attend 10 concerts, with a guest, at any House of Blues location in the U.S. from July 2005 -- July 2006.

The Grand Prize winner chooses the concerts to attend, and air, transportation and accommodations are included.

Ten additional winners will receive a select number of concert tickets to be used throughout the year in the winner's regional area. Winners will be notified following the sweepstakes. See the Official Rules at participating McDonald's restaurants or online

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"The Big Mac "Are You MAC Enough?" sweepstakes is one of the most extensive promotions ever hosted at House of Blues," said Paul Sewell, Senior Vice President Sponsorship, House of Blues Entertainment, Inc. "We are excited to work with McDonald's on such a groundbreaking project guaranteed to touch such a large number of our music-loving guests."