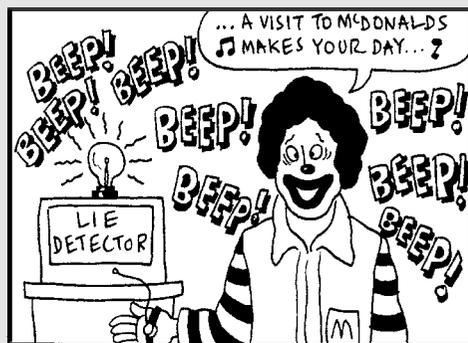


what's wrong with Ronald McDonald?



Ronald lies to children

- * McDonald's food is NOT healthy
- * Farm animals are NOT well cared for or happy
- * McDonald's DON'T care about the environment
- * Their workers work very hard for little money



Ronald

damaging the earth



natural forests are cut down for space
to raise cows to 'make' meat,
or to make paper for
packaging

'Fast food' packaging,
whether paper or plastic, is chucked
away as rubbish. It's not even
recycled - what a waste!

Ronald

killing animals

millions of chickens, cows and
pigs are cruelly imprisoned
and then killed to make meat
for burgers and McNuggets
- but we don't have to eat meat at all



Ronald

harming your health

'junk food' (like hamburgers, shakes and fries)
is not good for you. It has lots of fat, sugar,
salt and additives in it, but little fresh fruit,
vegetables or salad

Ronald

robbing the poor

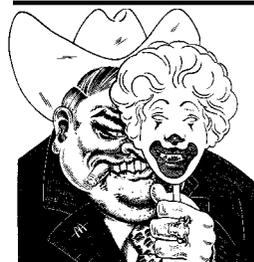
lots of land in poor countries is used for cows,
or to grow grain to feed cows, so hungry
people can't grow food for themselves

**DON'T BE TRICKED BY THE 'CLOWN'!
or by adverts and 'free' toys**

what you can do

- * try to eat healthy food
- * show your friends this leaflet
- * make copies to give out at school

**you can help save the environment!
you can help stop cruelty to animals!**



Note: McDonald's spend nearly 2 billion dollars each year on advertising, promotional gimmicks and propaganda. This leaflet is an attempt to put over the truth. There's much more to say - about how McDonald's exploits their workers with hard work, low pay and no Trade Union rights...about how the company pretends to support kids and the community, but only seeks to get more publicity and more customers etc. It's not just McDonald's - all big companies are similar. It's up to us to think for ourselves and to get together to make the world a better place.

Help launch a **NETWORK FOR KIDS AGAINST McDONALD'S**. More leaflets and information from:

- * LONDON GREENPEACE : 5 Caledonian Rd, London N1 (0171 713 1269)
- * McSPOTLIGHT (on the Internet) : <http://www.mcspotlight.org/>
- * VIVA! (about vegetarianism) : P.O. Box 212, Crewe, Cheshire CW1 (01270 522500)