



**McDonald's Hong Kong Celebrates 50 Years of Love:
A Series of Exciting Birthday Activities and Surprises Await Everyone Starting Jan
1, 2025**

***Presents the First-ever McDonald's Themed Ferry and Offers Free Ferry Rides on Jan 1
Ronald McDonald Bench on Display at 50 Locations across Hong Kong for a Limited-Period
Serves All Day Breakfast featuring McGriddles and Celebrates with 7 Consecutive Days Special
Offers***



(from left to right) McDonald's Hong Kong CEO Randy Lai , together with special guests Jan Lamb and Eric Kot, officiated McDonald's Hong Kong 50th Anniversary kick-off ceremony and announced a series of celebration activities in 2025.

[December 30, 2024 - Hong Kong] Since 1975, McDonald's has been rooted in Hong Kong and has become an important part of Hong Kong people's everyday life. Over the years, McDonald's has been committed to providing customers with enjoyable dining experiences, achieving many different milestones and creating countless "Happy Moments". To celebrate McDonald's Hong Kong's 50th anniversary in 2025, McDonald's Hong Kong announced a series of celebration activities to thank everyone for their companionship at the 50th Anniversary Kick-off Ceremony. McDonald's Hong Kong will continue to bring everyone joy and surprises for their support over the past 50 years.

50th Anniversary Kick-off Ceremony Featured [SoftHard](#) as Guests and Dancers in [Classic McDonald's Hong Kong Uniforms](#)



McDonald's Hong Kong has been actively innovating for growth over the past 50 years, committed to creating happy moments to customers through delicious meals, digital transformation, promoting sustainable development, and community support that positively impacts society. To celebrate 50 years of companionship between McDonald's Hong Kong and all Hong Kong citizens, McDonald's held the 50th Anniversary Kick-off Ceremony, **featuring a dance performance with dancers in classic McDonald's Hong Kong uniforms from different eras**, followed by the unveiling of a series of 50th anniversary surprises. This includes the appearance of **SoftHard's Jan Lamb and Eric Kot**, who starred in numerous classic McDonald's Hong Kong commercials, as 50th Anniversary Press Conference guests. They were joined by beloved McDonaldland characters such as Ronald McDonald, Birdie, Hamburglar, and Grimace, to reminisce on McDonald's growth alongside Hong Kong people over the past 50 years. **SoftHard** shared behind-the-scenes stories about shooting the brand's commercials over the years and witnessing the brand's innovative changes. The duo also reunited for this anniversary celebration event and paricaipited in the promotional videos: <https://youtu.be/wR4kJ0mEQME>

McDonald's Hong Kong CEO, Randy Lai, said during the ceremony, "McDonald's has been rooted in Hong Kong for 50 years, growing alongside everyone in Hong Kong and becoming an integral part of daily life. Over the 50 years, we are committed to upholding our brand philosophy of 'Customer First, People Obsessed, Innovate for Growth' and achieving success in customers experience, digital transformation, menu innovation, and sustainability, which set us apart as the market leader in the F&B industry. This includes advocating for smoke-free dining establishments in the 1990s, introducing 24-hour operating restaurants, and launching a variety of delicacies exclusive to McDonald's Hong Kong. In recent years, we have been actively upgrading McDonald's App, initiating the first Professional Diploma in Management Development (QF Level 5) program equivalent to a Bachelor's degree qualification, and opening the first ever LEED Zero Carbon certified restaurant in the Hong Kong F&B industry. Ultimately, it is the unwavering support of our customers over the past 50 years that has enabled us to achieve this significant milestone. In 2025, we will hold a series of celebration activities to share this historical moment with everyone, and continue bringing 'Happy Moments' to the people of Hong Kong."

On Jan 1, McDonald's Invites the Public for a Free Ferry Ride with McDonald's-Themed Star Ferry Celebrating McDonald's Hong Kong 50th Anniversary

In celebration of its 50th anniversary, McDonald's Hong Kong has announced that on January 1st, the public can enjoy free rides on the Star Ferry between Central and Tsim Sha Tsui. A uniquely designed McDonald's-themed Star Ferry has been crafted for this occasion, allowing passengers to relive the classic scene from 1976 when the first McDonald's restaurant in Kowloon opened, featuring a giant Big Mac crossing the Victoria Harbour on a small sampan. The McDonald's-themed Star Ferry is adorned with designs inspired by beloved McDonaldland characters from the ferry's roof to the exteriors and interiors. Upon boarding the ferry, passengers will be greeted by a specially designed **Ronald McDonald Bench**, which is set against the backdrop of Victoria Harbour for valuable photo opportunities. Passengers can also enjoy viewing classic photos of the Big Mac crossing the harbour,



providing a nostalgic journey back in time, allowing the passengers to savor the changes McDonald's Hong Kong has undergone over the years. Check out the video here: <https://youtu.be/Vei1g6wIhBQ>

At 50 Locations Across Hong Kong, Limited-Time Placement of Ronald McDonald Benches, Must-Visit Outdoor Advertisements for Photo Opportunities

The 260 McDonald's restaurants have become popular destinations for Hong Kong people to enjoy food and gather with friends and family over the years. Apart from tasting delicious meals, the restaurant decor also brings back many fond memories for customers, with Ronald McDonald and his bench being particularly familiar. Many customers have memories of sitting on the benches and taking photos with the iconic McDonaldland character. To commemorate the 50th anniversary, McDonald's Hong Kong has announced the revival of this classic memory. Starting from January 1, **Ronald McDonald benches will be placed at 50 locations across Hong Kong for a limited period**, inviting everyone to search for the benches and reminisce about the classic times. These 50 locations include various iconic spots in Hong Kong, such as the McDonald's-themed Star Ferry, the Ocean Terminal Deck in Harbour City offering panoramic views of Victoria Harbour, The Peak, Repulse Bay, as well as historic and unique McDonald's restaurants like those in Yee Wo Street in Causeway Bay, Yue Man Square in Kwun Tong, Tai Wo in Tai Po, and Gold Coast in Tuen Mun. Aside from taking selfies, McDonald's App users can participate in the **"McDonald's Memory Stamp"** activity by scanning the QR code near the bench using the McDonald's App. Each bench represents a different stamp, and by collecting a specified number of stamps, participants have the chance to win exciting prizes. Moreover, the first 50 participants to collect all 50 stamps can win the ultimate prize of a year's free Big Mac meals!

On the same day, McDonald's Hong Kong will also start to set up large outdoor advertisements across various districts, including the Eastern Harbour Crossing, Hung Hom Cross-Harbour Tunnel, Yee Wo Street Tram Stop in Causeway Bay, Repulse Bay Bus Station, and on over 200 bus body, allowing everyone to snap photos with the adorable McDonaldland characters, celebrating McDonald's Hong Kong's 50th anniversary and sharing joy throughout the city.

50th Anniversary Kickoff Celebration: All-Day Breakfast Featuring Popular McGriddles on Jan 1

A big celebration must come with delicious McDonald's food! The ever-popular **McGriddles series** will join the all-day breakfast lineup as part of the inaugural celebrations. **McGriddles** and the Jumbo Breakfast will be available all day on New Year's Day, January 1, 2025, from midnight to 11:59 PM. Whether you are counting down to the New Year or sleeping in until noon the next day, you can still enjoy the all-day breakfast at all McDonald's restaurants*. On the same day, the golden crispy Hash Browns, usually only available during breakfast hours, will also be served all day. You can choose from meal deals starting at **\$36.5 for the Sausage N' Egg McGriddles (with Hash Browns and beverage)**, **\$35 for the Sausage McGriddles Meal (with Hash Browns and beverage)**, or \$37 for the Jumbo Breakfast (with Hash Browns and beverage). Start the new year off with delicious McDonald's breakfast!



In addition, starting from January 2, the McDonald's App will also launch a week-long promotion with daily discounts for seven consecutive days, offering different promotions each day. Join us for a week of fun, keeping the party mood going!

- January 2: \$10 Chicken McNuggets (9pcs) (Reference Price: from \$28.5)
- January 3: \$15 Ham N' Cheese Burger with Beverage (M) (Reference Price: from \$33.5)
- January 4: \$10 Vanilla Shake or Strawberry Shake (Reference Price: from \$17)
- January 5: \$10 Taro Pie (2pcs) (Reference Price: from \$23)
- January 6: \$20 McWings (4pcs) with Beverage (M) (Reference Price: from \$44)
- January 7: \$25 Double Filet-O-Fish with Beverage (M) (Reference Price: from \$48.5)
- January 8: \$20 McSpicy Chicken Filet with Beverage (M) (Reference Price: from \$43.5)

**Applicable to 24-hour operating McDonald's restaurants; For detailed restaurant operating hours, please refer to the McDonald's App later.*

Photo Captions



1. McDonald's Hong Kong hosted the 50th Anniversary Kick-off Ceremony, inviting SoftHard's Jan Lamb and Eric Kot as guests, and kicking off the event with a dance performance with dancers in classic McDonald's Hong Kong's uniforms from different eras. The duo reunited for this anniversary celebration event and shared fond moments from their years of collaboration with McDonald's, allowing everyone to reminisce about unforgettable memories of the past.



2. McDonald's Hong Kong CEO, Randy Lai delivered a speech during the ceremony, announcing that McDonald's Hong Kong will hold a series of celebration activities in 2025, inviting everyone to celebrate together.





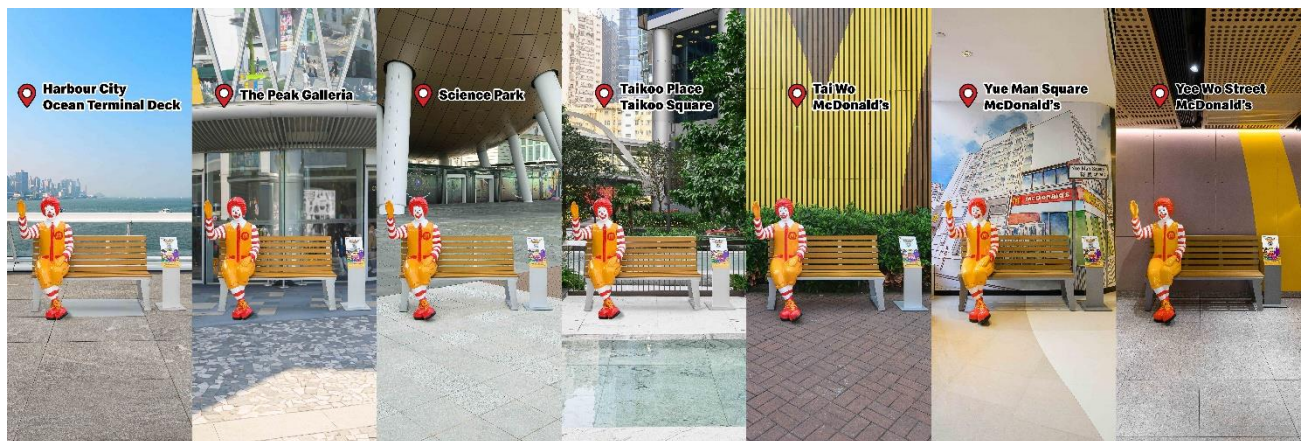
3. McDonald's Hong Kong CEO, Randy Lai, along with management team and employees, gathered in unity wearing classic uniforms from different eras, forming the number "50." This symbolizes the unity and collaboration of the McDonald's Hong Kong team, moving forward together to bring more Happy Moments to customers.



4. McDonald's Hong Kong will offer all citizens a free ferry ride on January 1. On that day, the public can enjoy free rides on the Star Ferry between Central and Tsim Sha Tsui. A uniquely designed McDonald's-themed Star Ferry has been crafted for this occasion, allowing passengers to relive the classic scene from 1976 when the first McDonald's restaurant in Kowloon opened, featuring a giant Big Mac crossing the Victoria Harbour on a small sampan.



5. The McDonald's-themed Star Ferry is designed around McDondland characters, with decorations featuring these characters on the ferry's roof, exteriors, and interiors. Upon boarding the ferry, passengers will be greeted by a specially designed Ronald McDonald Bench, which is set against the backdrop of Victoria Harbour for valuable photo opportunities. Additionally, guests can enjoy viewing classic photos of the Big Mac crossing the harbour, providing a nostalgic journey back in time.



6. Starting from January 1, Ronald McDonald Benches will be temporarily placed at 50 locations across Hong Kong for a limited period, inviting everyone to search for the benches and reminisce about the classic times. These 50 locations include various iconic spots in Hong Kong, such as the McDonald's-themed Star Ferry, the Ocean Terminal Deck in Harbour City offering panoramic views



of Victoria Harbour, The Peak, Repulse Bay, as well as historic and unique McDonald's restaurants like those in Yee Wo Street in Causeway Bay, Yue Man Square in Kwun Tong, Tai Wo in Tai Po, and Gold Coast in Tuen Mun.



7. On the same day, McDonald's Hong Kong will also start to set up large outdoor advertisements across various districts, including the Eastern Harbour Crossing (top row, left), Hung Hom Cross-Harbour Tunnel (top row, right), and on over 200 bus body. Starting from January 3, Yee Wo Street Tram Stop in Causeway Bay (middle row, left) and Repulse Bay Bus Stop (middle row, right)



will also feature special decorations, allowing everyone to snap photos with the adorable McDonaldland characters in celebration of McDonald's Hong Kong's 50th anniversary.



**McDonald's Hong Kong 50th Anniversary Celebration Activities
(Starting from January 1, 2025)**

McDonald's Hong Kong Invite Hong Kong on Free Ferry Ride on McDonald's-themed Star Ferry



Date:	January 1, 2025
Time:	From 6:30am to 11:30pm
Venue:	Tsim Sha Tsui Star Ferry Pier and Central Ferry Piers
Route:	Travel between Tsim Sha Tsui and Central
Fee:	Free of charge

McDonald's All Day Breakfast



Date and Time:	January 1, 2025, from 12:00am to 11:59pm
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**Details:**

McGriddles and Jumbo Breakfast available from 12:00am to 11:59pm on January 1, 2025

Ronald McDonald Benches Photo Moments

McDonald's Hong Kong 50th Anniversary
Hop around to 50 Ronald McDonald benches across Hong Kong to celebrate!

Visit the following 50 locations
Open App to play "McDonald's Memory Stamp" game
Collect stamps and enter a lucky draw over **500K prizes!**

Download McDonald's App Now

Hong Kong Island

1. Cityplaza
2. TaiKoo Square
3. Park View McDonald's
4. Fortress Hill McDonald's
5. Yue Wo Street McDonald's
6. Sun Hung Kai Centre McDonald's
7. IFC Mall
8. Connaught Road Central McDonald's
9. Hill McDonald's
10. The Peak Galleria
11. THE SOUTHSIDE
12. The Pulse
13. Stanley Plaza

Kowloon

14. McDonald's 50th Anniversary Themed Star Ferry
15. Star House McDonald's
16. Harbour City Ocean Terminal Deck
17. Sai Ying Chai Street South McDonald's
18. Olympic City 2 McDonald's
19. Yen Chow Street McDonald's
20. Hung Hom Station McDonald's
21. Whampoa Gardens
22. Prince Rita McDonald's
23. AIRSIDE
24. Festival Walk
25. Lok Fu Place McDonald's
26. Telford Plaza McDonald's
27. Yue Man Square McDonald's
28. Seaway Garden McDonald's

NT & Islands District

29. Metro City Plaza
30. The LOHAS McDonald's
31. The Wai
32. Tai Wai McDonald's
33. New Town Plaza
34. MOO Town
35. Science Park
36. Tai Wo McDonald's
37. Ching Tso Shopping Centre McDonald's
38. D-PARK
39. Market Street McDonald's
40. Yuen Long Trade Centre McDonald's
41. Grandeur Terrace McDonald's
42. YOHO Mall II
43. -WOO-
44. Tuen Mun Town Plaza Phase II McDonald's
45. Tuen Mun San Hui Market McDonald's
46. Gold Coast McDonald's
47. H.A.N.D.S.
48. Maritime Square McDonald's
49. Citygate McDonald's
50. Discovery Bay

The promotion period of "McDonald's Memory Stamp" from 1 January 2025 to 5 February 2025 (Trade Promotion Competition Licence No. 95922)

Date:

From January 1, 2025

Venue:

50 hotspots across Hong Kong, including the McDonald's-s-themed Star Ferry, Ocean Terminal Deck at Harbour City, The Peak, Repulse Bay, and other popular locations. Other spots include McDonald's restaurants located at Yee Wo Street in Causeway Bay, Yue Man Square in Kwun Tong, Tai Wo in Tai Po, and Gold Coast in Tuen Mun. For detailed locations and opening hours, please visit the campaign page on the McDonald's App.

Fee:

Free of charge





McDonald's App McDonald's Memory Stamp



Date:

January 1, 2025 to February 5, 2025

Fee:

Free of charge

Details:

Invite everyone to visit the Ronald McDonald's Bench to take photos and participate in "McDonald's Memory Stamp" on the McDonald's App . Simply scan the QR code near the bench using McDonald's App. Each bench represents a different stamp, and by collecting a specified number of stamps, participants have the chance to win exciting prizes. The first 50 participants to collect 50 stamps can win the ultimate prize of a year's free Big Mac meals! Please refer to the terms and conditions of the event on the campaign page on the McDonald's App at the time.