

HOW McDONALD'S EXPLOITS SCHOOLS TO PUSH FAST FOOD ON KIDS

McTEACHER'S NIGHTS are part of McDonald's comprehensive marketing strategy to target children wherever they are, including in schools.

McDonald's invites teachers to

- "work" behind McDonald's store counters
- wear branded uniforms
- serve burgers, fries, and sugary drinks to their students



In exchange, McDonald's contributes a small percentage of the events' proceeds to schools.

TAKE ACTION AT
bit.ly/stopmcteachersnights

Join those organizing to stop McTeacher's Nights:

15,000 people

The National Education Association

57 teachers unions

