



My first
attempted
word was
MCD in
Spanish,
pronounced:
MAC-DO-NA.



MCD serves
68 million
people a day,
the same
number of
Americans that
have criminal
records. That's
bigger than the
population of
France.

MCD started
off as a BBQ

1993

12198 SW 117th Ave, Miami, FL 33184

associates
were able
to remove
the most
expensive
game pieces
and then
redeem and
share the
proceeds.

MCD sold its
100 millionth
hamburger in
10 years after
opening.

MCD expanded
to over 1000
restaurants
around the
world in 20
years after
opening.

They also
introduced
the Big Mac
and Apple Pie
as we know
them.

MCD's
hamburgers
were ranked
by *Fortune*
Magazine
among the
100 products
America makes
best in 1988.

MCD turned 50
in 2005.

MCD is now
the world's
largest chain
of hamburger
fast food

The first Christmas I spent away from my mom, she sent me the card with money for MCD.

12-6-13

Bueno hija: ya empezaste
una nueva vida, estando sin mí.
Espero que seas muy bien.
Así como! Pero recuerda que
si yo estoy lejos pero al mismo
tiempo estoy pendiente de todo
la suya y el día que tengas
algún problema yo estaré para
ayudarte y el día que quieras
venir a esta casa, la espero
con los brazos abiertos te amo
mucho tu mamá

No dejes la V terminada por
is al guiso

12-6-13

Thank you so much
at Christmas and happy
new holidays are brimming
with joy!

Este día de Navidad,
quiero que sepas que
te amo

1-1-2014

eating Big
Macs three
times a day,
or, put simply,
getting 6 RISD
degrees.

MCD sponsors
sporting events
ranging from
Little League
to the FIFA
World Cup
and Olympic
Games.

MCD has used
23 different
slogans in
United States
advertising.

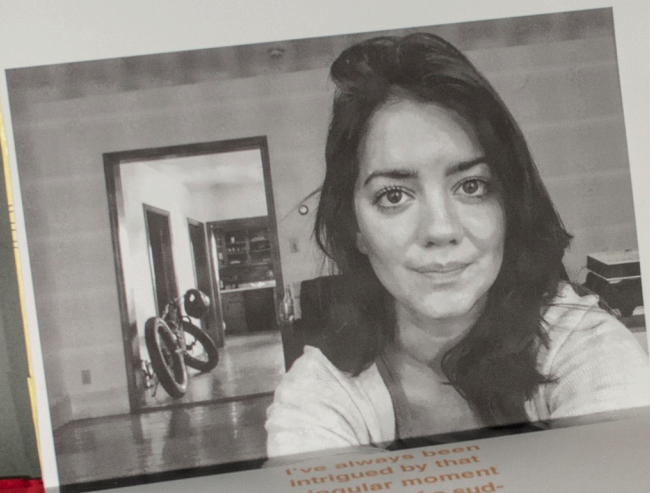
MCD and
NASA wanted
to coordinate
a mission to
the asteroid
449 Hamburga
located in
the main
belt of our
solar system.

Unfortunately,
the spacecraft
was cancelled.

MCDland
was a fantasy
world that was
dropped from
marketing in
2003. It included

Ronald
McDonald,
Hamburglar,
Grimace, Mayor
McCheese,
Birdie the Early
Bird, Captain

We wouldn't
get treated
often, but
MCD was
one of the
few things
my parents
could afford.



Today

I've always been intrigued by that singular moment—when all of a sudden MCD became a place that was something more.

I've come to realize, though, that there was never a singular, romantic moment that redefined it for me. It's been the archive of endless memories of tears, laughter, celebrations,