

for immediate release

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McDonald's Asked to Offer Dental Floss with Happy Meal

McDonald's (MCD), the world's largest chain of fast-food restaurants, has been asked to offer individual packets of dental floss with its meals. In the spirit of National Flossing Day, (Nov. 23, 2007), The National Flossing Council (NFC) has formally asked the President of McDonald's USA, Don Thompson, to offer floss to customers with the phrase, "Would you like floss with that?" The possibility of adding floss to the McDonald's Happy Meal, and Mighty Meals for Kids was also suggested.

The request to Thompson notes that McDonald's has had great success with its Healthy Options menu and proposes that offering floss will expand their efforts to include the dental health of McDonald's customers. Individual floss packets are now available from major suppliers. A strong, monofilament floss would be a low cost addition to any McDonald's meal, and useful to the widest range of consumers.

Beginning in 2000, The National Flossing Council—the premier organization for floss advocacy and education – has sponsored the celebration of National Flossing Day on the Friday after Thanksgiving. The 2007 Proclamation for NFD encourages all citizens "to do whatever possible to promote the availability of floss in their homes, in restaurants, and in every place where the floss-needy may be found..." and in this spirit, McDonald's is being asked to get involved in offering dental floss with its meals.

"By offering floss, we hope McDonald's will set a new dental health standard for restaurants across the US," said Dr. Armand Lione, President of the National Flossing Council (NFC).

The National Flossing Council is an all-volunteer organization based in Washington, DC. To promote floss and flossing, the NFC operates a multimedia web site (www.flossing.org). The NFC's logo describes its main goal: "Help Spread Peace of Mouth – Floss."