

## **McDonald's® Unveils The Official FAN DANCERS at 2006 FIFA World Cup™**

For the first time in the history of the FIFA World Cup™, official Fan Dancers will entertain football enthusiasts from all over the world with dances choreographed especially for the occasion.

The 24 dancers, recruited exclusively by McDonald's, will be present at all six matches in Berlin, including the final and will put on shows with the official mascot GOLEO VI just before kick off to get the crowd in the mood for the match.

The lucky winners were selected from a total of 68 candidates by a panel of leading celebrities following auditions at Fleesensee, Germany. The panel included dance icon Detlef D! Soost, actress Muriel Baumeister, TV host Collien Fernandes, comedian Axel Stein, Hertha BSC soccer star Marcelinho, and Hertha BSC manager Dieter Hoeness.

The Fan Dancers will make their world debut on June 13, just before the match between Brazil and Croatia.

Choreographer Detlef D! Soost, the man behind the moves who will train the performers during the 2006 FIFA World Cup™, said: "It will be an unforgettable experience for them to perform at the World Cup in their own country. What's more, we will give them professional coaching plus one or two hints and tips for their career."

Dieter Hoeness, a member of the panel, was particularly impressed with the dancers' verve and energy. He added: "Fans will love the winning combination of positive vibes, sporty pace and dancing skills – it's the perfect fusion of soccer and dance."

Just moments after learning that she had made the team, Sandra Vasic from Schweinfurt, Germany raved: "I just can't believe it! Of course, I secretly hoped that I would be chosen and now I will be dancing live in front of 70,000 spectators. To perform at the 2006 World Cup™ is a fantastic opportunity for me."

Johan Jervøe, Vice President of Marketing for McDonald's Germany and Head of Sports for Europe, anticipated: "We're breaking new ground with the official Fan Dancers, and would like to thank FIFA for their support in putting this idea into practice. We are sure that this program will appeal to younger soccer fans in particular, and – just like the successful Player Escorts – will become an integral part of FIFA tournaments."

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**About McDonald's Germany**

Germany's first McDonald's restaurant opened on December 4, 1971, on Martin-Luther-Strasse in Munich. Today, the company and its franchisees employ around 49,000 people at more than 1,260 restaurants (annual average). With approximately 2.3 million customers every day, McDonald's is the country's number one quick-service restaurant.

**Further information available from:**

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