



## McDonald's Hong Kong 50<sup>th</sup> Anniversary Grand Finale: A Chinese New Year Parade Float Party Featuring a Reimagined Classic Train Installation

Citywide Chinese New Year celebrations kick off from February 11 with a themed MTR tunnel connecting Central and Hong Kong Station and a brand-new AR game on the McDonald's App, offering prizes worth over HKD 5 million, including ultimate grand prize of "365 Sets of Free Big Mac Meal Reward". The 50<sup>th</sup> Anniversary parade float will make its debut at the Chinese New Year Night Parade on February 17.



[February 11, 2026 - Hong Kong] Building on the momentum of a year-long series of spectacular celebrations marking our 50<sup>th</sup> anniversary, McDonald's Hong Kong is set to take the festivities to the next level this Chinese New Year with the **grand finale of our 50<sup>th</sup> anniversary celebrations**. We proudly present "**Golden Tracks of Joy – McDonald's 50 Years of Love**", a themed parade float inspired by iconic McDonald's restaurant installations from the 1980s. The float will make its debut at the "**Cathay International Chinese New Year Night Parade**", organized by the Hong Kong Tourism Board. Ahead of the parade, the float design will be unveiled to the public starting **today (February 11)** at the pedestrian passage connecting MTR Central Station and Hong Kong Station. Public are invited to get a first look and snap photos at the "**McDonald's Chinese New Year Float Party**" tunnel, featuring the parade float alongside beloved McDonaldland characters, and immerse themselves in the festive Chinese New Year atmosphere.

The excitement surrounding the McDonald's 50<sup>th</sup> Anniversary parade float will extend both online and offline. From McDonald's restaurants across Hong Kong and the McDonald's App to television channels, the float will be making appearances citywide. At the same time, **the McDonald's App will launch a brand-new AR game — "McDonald's Float City Hunt" — offering over HKD 5 million worth of prizes.**



Highlights include the **ultimate grand prize of “365 Sets of Free Big Mac Meal Reward”**, inviting everyone to celebrate the arrival of the Year of the Horse together. McDonald's Hong Kong wishes all citizens and visitors a year filled with joy — “lovin' it every day, lovin' everything you do!”

**McDonald's Hong Kong CEO Randy Lai** said, “2025 marks a significant milestone as McDonald's Hong Kong celebrates its 50<sup>th</sup> anniversary, and we are delighted to extend this joy into the 2026 Chinese New Year through our parade float design. Inspired by the iconic Sha Tin restaurant installation in 1980s, “*Golden Tracks of Joy – McDonald's 50 Years of Love*” symbolizes the half-century journey we have shared with the local community. We have further integrated this iconic float across all our celebratory activities, enabling both Hong Kong citizens and visitors to celebrate the Year of the Horse with McDonald's both online and offline, and to create countless Happy Moments together. What makes this parade truly special is our performance group — comprising McDonald's Hong Kong frontline crew members, management team, and McDonaldland characters — coming together to deliver New Year blessings in the most creative and joyful way.”

**“Golden Tracks of Joy – McDonald's 50 Years of Love”** will make its official parade debut on **February 17 (the first day of Chinese New Year)**. The float's design draws inspiration from the iconic restaurant installation of the Sha Tin New Town Plaza McDonald's in the 1980s. The classic train installation from that era remains a fond memory for many customers and is regarded as part of Hong Kong's collective community heritage. Featuring McDonald's iconic red and yellow as its primary hues, the float is adorned with the “M” logo on its sides and golden Fries at the rear, complemented by classic light bulbs that capture joy, nostalgia, and the timeless spirit of McDonald's.

Accompanying the float is a vibrant performance group comprising of McDonald's Hong Kong frontline crew members, management team, and professional performers, joined by much-loved McDonaldland characters — **Ronald McDonald, Grimace, Birdie, and the Hamburglar**. With a star-studded lineup, the team aims to deliver heartfelt Chinese New Year blessings to Hong Kong citizens and visitors from around the world, creating unforgettable festive memories.

Following the parade, **“Golden Tracks of Joy – McDonald's 50 Years of Love”** will be on public display from **February 18 to February 26** at **Kai Tak Sports Park**. McDonald's fans are invited to seize this opportunity to visit and kick off the new year with the iconic and joyful McDonald's train.



In addition, McDonald's Hong Kong is kicking off early Chinese New Year celebrations across the city. Starting **today (February 11)**, the pedestrian passage connecting **MTR Central Station and Hong Kong Station** has been transformed into a giant **“McDonald's Chinese New Year Float Party” tunnel**, themed around the parade float and McDonaldland characters. The festive installation allows the public to admire the design of the **“Golden Tracks of Joy – McDonald's 50 Years of Love”** up close, while McDonaldland characters extend early New Year greetings and wishes of “lovin' it every day, lovin' everything you do” with everyone across Hong Kong. Public are welcome to visit, take photos and check in on social media to join the Chinese New Year celebrations.

From the same day (February 11), the excitement surrounding the McDonald's 50<sup>th</sup> Anniversary parade float will extend both online and offline. The float will be featured across McDonald's restaurants, the McDonald's App, and television channels. During the Chinese New Year, McDonaldland characters will also make special appearances on television to send greetings to the entire city. Preview the related content via the following link: <https://youtu.be/Nrh-7YmL50o>.

Meanwhile, the McDonald's App is launching a new AR (Augmented Reality) themed game — **“McDonald's Float City Hunt”** — starting today. The game mechanics are simple: participants are required to capture the parade float or any designated digital parade float asset at specific locations to enter the lucky draw for a chance to win prizes worth over HKD 5 million. Highlights include the ultimate grand prize of “365 Sets of Free Big Mac Meal Reward” Please refer to the table below for full campaign details.



## Details of McDonald's App new AR themed game "McDonald's Float City Hunt"



<b>Game Period:</b>	From 11am, February 11, 2026 to 11:59pm February 26, 2026
<b>Fee:</b>	Free of charge
<b>Game Mechanics &amp; Prizes:</b>	<p>McDonald's App users can simply open the designated campaign page on the App and successfully capture the parade float, parade float videos, or images at designated locations to enter the lucky draw and win prizes. Each successful capture of the McDonald's parade float stands for one lucky draw entry.</p> <p>Each McDonald's App user can participate in the lucky draw up to five times per day, with chances to win a variety of prizes, including the ultimate grand prize of "365 Sets of Free Big Mac Meal Reward", free soft drink (medium), free Twist Cone, free Hot Chocolate, free Apple Pie, free hot Americciano (small), McDonald's Special Chinese New Year edition mobile wallpapers, and designated</p>



McDonald's App meal coupons. The more times users participate, the higher their chances of winning.

For full terms and conditions, please refer to the campaign page on the McDonald's App.

Trade Promotion Competition Licence No.: 61108 (Only applicable to the lucky draw)

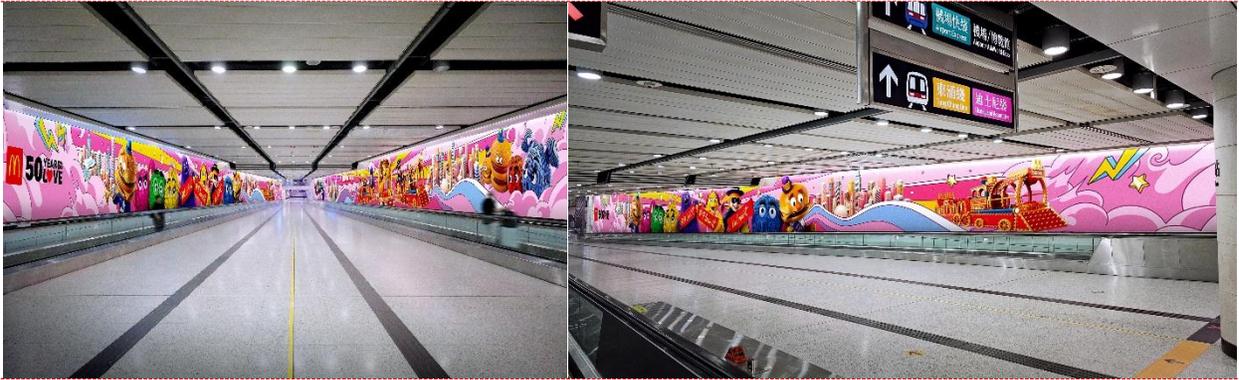
Location of Parade Float & Designated Parade Float Videos/Images:	Location:	Display period:
	1. Self-ordering Kiosk at over 260 McDonald's restaurants	February 11 to 19
	2. The pedestrian passage connecting MTR Central Station and Hong Kong Station	February 11 to 24
	3. Jade Channel 81 and ViuTV Channel 99	February 16 to 19
	4. Cathay International Chinese New Year Night Parade	8pm to 9:45pm on February 17
	5. Parade Float Exhibition at Kai Tak Sports Park (next to Kai Tak Mall 1)	February 18 to February 26



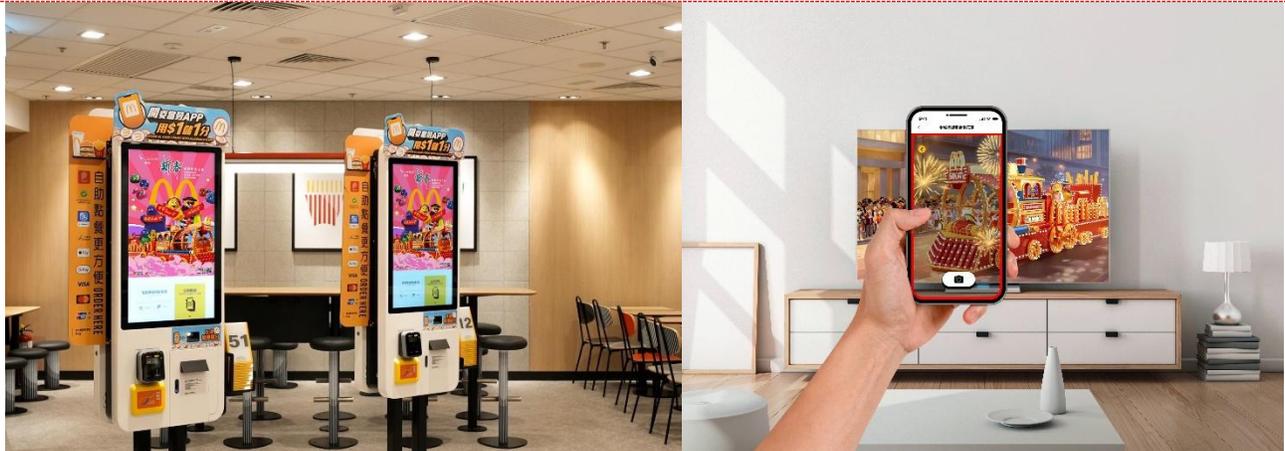
Caption: McDonald's Hong Kong is participating in the Chinese New Year Parade for the first time with its themed parade float, **“Golden Tracks of Joy – McDonald's 50 Years of Love”**. Inspired by the restaurant installation from the 1980s, the float celebrates the brand's 50<sup>th</sup> anniversary. Featuring McDonald's iconic red and yellow as its primary hues, the float is adorned with the “M” logo and golden Fries along the sides and at the rear, and is accented by classic light bulbs to showcase the joy, nostalgia, and the timeless spirit of McDonald's.



Accompanying the float is a vibrant performance group comprising of McDonald's Hong Kong frontline crew members, management team, and professional performers, alongside the much-loved McDonaldland characters, delivering unforgettable Happy Moments to audiences across the city.



Caption: McDonald's Hong Kong is kicking off early Chinese New Year celebrations across the city. Starting **today (February 11)**, the pedestrian passage connecting **MTR Central Station and Hong Kong Station** has been transformed into a giant **"McDonald's Chinese New Year Float Party" tunnel**, themed around the parade float and McDonaldland characters. Public are welcome to visit, take photos and check in on social media to get a head start on the festive Chinese New Year celebrations.



Caption: From February 11, the excitement surrounding the McDonald's 50<sup>th</sup> Anniversary parade float will extend both online and offline. The float will be featured across McDonald's restaurants, the McDonald's App, and television channels. During the Chinese New Year, McDonaldland characters will also make special appearances on television to send greetings to the entire city. Preview the related content via the following link: <https://youtu.be/Nrh-7YmL50o>.