

Stomach is pathway to the heart



VWV's brief by McDonald's was to touch the hearts of underprivileged children using the distribution of over 500 000 Happy Meal toys. The result? A series of mini parades aptly dubbed 'Golden Arch Marches'. Spanning a two-week period, a golden 100 marches were staged across the country, led by Ronald McDonald, accompanied by a troop of acrobatic 'toy soldiers' and McDonald's-branded bus. The project reached children in outlying, underprivileged areas, as well as those in hospitals and orphanages. Surplus toys were distributed to a selection of underprivileged schools.

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