
OLYMPICS ARE WHAT MCDONALD'S IS USING TO SHOW THAT IT IS RESPONSIBLE IN MARKETING GOOD NUTRITION TO CHILDREN



McDonald's bolsters its efforts to give the image that it is a "nutritionally responsible marketer" towards children as the 2012 Olympics approaches. A 50 minute news conference between McDonald's executives and sports athletes participating in the Olympics gave light to a new popular phrase, "balanced eating and fun play" in regards to the new phrase that McDonald's is trying to market. Read the full article here: [Media Decoder: McDonald's Uses Olympics for Its Own Balancing Act](#)

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