



Supersized footy plan

McDONALD'S wants to stake a claim in suburban footy heartland by launching a program that could rival Auskick.

Three of the game's biggest stars have signed up for the takeaway food chain's bid to tap into the hugely popular junior football market.

Buddy Franklin, Scott Pendlebury and Marc Murphy are aboard.

"McDonald's want to make a stamp of ownership on grassroots footy," an insider said.

It comes as research by the Obesity Policy Coalition shows 71 per cent of adults think takeaway food companies should be re-

**Aaron Langmaid
and Susie O'Brien**

stricted or stopped from sponsoring children's sport.

The burger chain's "Mac Pack" program will use the AFL players to teach kids about sportsmanship through clinics and offer fitness and nutrition tips via a dedicated website.

McDonald's Victorian licensee Chris Carroll said the company was committed to developing grassroots sport and the Mac Pack was a chance to foster junior sporting talent, "complementing existing community sporting partnerships".