



# Maccas map in the gun

**Susie O'Brien**

McDONALD'S is ramping up junior sports sponsorship amid growing concern from parents and obesity experts.

Parents at a junior basketball tournament to be held this weekend in Ballarat — the Junior McDonald Tournament — have expressed concern about a McDonald's branded map to be distributed to all participants.

The map, showing the venues for the games, provides the location of four nearby McDonald's restaurants and includes an advertising brochure for a 2540kj burger, fries and coke meal.

The parent who did not want to be named, complained about the map to the Obesity Policy Coalition.

"What a map! It has the locations of McDonald's between game venues and a big hamburger to remind you of where you are going," she said.

"Often the parent is driving and therefore it is the children who are reading the maps and giving directions to the game venues."

A spokeswoman for McDonald's said the advertisement "was not approved according to our responsible-marketing-to-children policy and incorrectly shows an adult's meal instead of a healthier option children's meal.

"The ad will no longer be used."

McDonald's is a major sponsor of junior sport, including Little Athletics and Hoop Time Basketball.