



**FOR IMMEDIATE RELEASE**

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**2011 McDonald's® Inspiration Celebration® Gospel Tour to Feature the Soul-Stirring  
Sounds of Gospel Great Hezekiah Walker**

*Multi-Grammy Award Winning Gospel Artist Set to Uplift and Inspire Consumers Across America*

**Oak Brook, IL (June 15, 2011)** – McDonald's® will kick off its fifth annual Inspiration Celebration Gospel Tour featuring Grammy Award-winning gospel recording artist Hezekiah Walker. The McDonald's Inspiration Celebration® Gospel Tour is part of McDonald's everyday commitment to celebrating the culture of the African-American community and will make stops at churches in six U.S. cities including Philadelphia, Detroit, Chicago, Dallas, Los Angeles and Atlanta. The tour will also play at the Jackson Convention Complex in Jackson, Mississippi, as well as, summer festivals in Newark, NJ, and Washington, DC. The tour will visit Chicago at Christ Universal Temple, 11901 S. Ashland Avenue, Chicago, IL 60643, on June 23, 2011 at 7 p.m.

The McDonald's Inspiration Celebration Gospel Tour concerts are free, except for McDonald's Gospelfest®, and tickets are available, while supplies last, at the host church and select local retailers.

With an abundance of gospel music talent and connoisseurs, Chicago is widely known for its remarkable history and influence on gospel music. Events like the annual Gospel Festival, held at Chicago's renowned Millennium Park, is one that showcases local and national gospel talent and is highly attended each year. Giving birth to Grammy Award-winning gospel artists like Albertina Walker, Chicago has been praised for its distinctive taste and unique quality of rich gospel music.

"Gospel music gives inspiration to people and McDonald's is known for giving to communities around the world," said Hezekiah Walker. "I am honored to headline a tour of this nature and be able to share my music with audiences across the country to uplift and inspire them."

Walker will be joined by all-star gospel artists *21:03* in Philadelphia, Detroit and Chicago; *Canton Jones* in Atlanta and Jackson, MS; *Myron Butler* and *Anthony Evans* in Dallas; and *Nikki Potts* in Los Angeles.

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“McDonald’s is really excited to share in culture and community in a way that really connects with our consumers in a meaningful way,” expressed Rob Jackson, McDonald’s Director U.S. Marketing. “During the community events, attendees will also have the opportunity to learn more about Ronald McDonald House Charities® and the incredible work they do to help families right in the local community.”

The tour has previously featured top gospel artists such as CeCe Winans, Regina Belle, Smokie Norful, J. Moss, Vanessa Bell Armstrong and Kierra “KiKi” Sheard.

The complete tour schedule is as follows:

- June 11 – Atlanta, GA (Ray of Hope Christian Church)
- June 14 – Jackson, MS (Jackson Convention Complex)
- June 16 – Philadelphia, PA (Deliverance Evangelistic Church)
- June 18 – Newark, NJ (McDonald’s Gospelfest - Prudential Center) *\*not a free concert*
- June 21 – Detroit, MI (Greater Grace Temple)
- June 23 – Chicago, IL (Christ Universal Temple)
- June 25 – Dallas, TX (Friendship West Baptist Church)
- July 22 – Los Angeles, CA (West Angeles COGIC)
- September 10 – Washington, DC (Black Family Reunion Celebration – National Mall)

Through this multi-city concert series, McDonald’s continues its collaboration with Revolver Marketing Group, a leading fully integrated marketing and entertainment firm, who has produced and secured all-star gospel talent for the tour since its inception. McDonald’s also continues to work with Urban Ministries Inc., the nation’s leading African American producer of Christian education resources for African-American consumers and churches for 40 years and will connect the tour with churches throughout the country.

Additional information and the full tour schedule can be found at [www.365Black.com](http://www.365Black.com), McDonald’s portal for its 365Black® programs, celebrating the African American community throughout the year. For high-resolution artist photos, go to: <http://mcdepk.com/inspirationcelebration2011>.

### **About McDonald’s**

McDonald’s USA, LLC, is the leading foodservice provider in the United States serving a variety of wholesome foods made from quality ingredients to more than 26 million customers every day. Nearly 90 percent of McDonald’s 14,000 U.S. restaurants are independently owned and operated by local business men and women. Customers can now log online for free at any of the 11,000 participating Wi-Fi enabled McDonald’s U.S. restaurants. For more information, visit [www.mcdonalds.com](http://www.mcdonalds.com), or follow us on Twitter (@McDonalds) and Facebook (Facebook.com/McDonalds) for updates on our business, promotions and products.

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