



PRESS RELEASE



These Two 'Shredders' Know the Rush of a Ramp – But Nothing Tops Their Exciting New Venture!



Carlsbad, CA



Starting July 1st, San Diego area McDonald's® will be gearing up to offer some *rad* new toys inside their Kids Happy Meals™!

Naming this new promotion "*Board Buddiez*", the upcoming launch is the brainchild of partners Randy Howell and John DiLeo, both world-class competitive skateboarders. With backgrounds in visual communications and marketing, these friends have taken their marketing and sponsorship expertise to new heights by forming D&H Imagewerks. Along with their design talent and skater skills, Howell and DiLeo soon found themselves in talks with 'Mickey D's collaborating on a limited series of Kids Happy Meals™ toys based on their own skateboarding legacies. "*Board Buddiez*" includes miniature skateboards, ramps, and stickers in vibrant colors with matching graphics available for FREE in every Kids Happy Meal™. Collect them all at your favorite McDonald's® this summer!

Get Ready To Roll San Diego! 🛹

For more info go to: www.imagewerks.biz