



EMBARGOED UNTIL 9 AM PDT, WEDNESDAY, NOVEMBER 2

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Mr. Clayton F. Paschen III
President, McDonald's Operators Association of Southern
California
c/o Paschen Management Corp.
484 Mobil Avenue #23
Camarillo, CA-93010

Dear Mr. Paschen;

On behalf of United Teachers Los Angeles (UTLA) and the more than 31,000 educators and health and human service professionals we represent, I am writing to demand you end the promotion of McTeacher's Nights in Los Angeles Unified School District (LAUSD).

As educators, nothing matters more to us than the lives of our students. Yet across the country and in Los Angeles, McDonald's is exploiting our schools and teachers to market its unhealthy fare to children. Of the many tactics you use to target children in schools, none is more egregious than McTeacher's Nights, where teachers are required to work behind the counter of local McDonald's stores and sell fast food to their own students and students' families.

Last May, UTLA's Board of Directors unanimously passed a motion denouncing these thinly veiled marketing events. Here are some of the critical reasons why:

1. **We are in the midst of a health crisis, one that increasingly affects our children.** The predatory marketing of fast food to children is driving an epidemic of childhood obesity and diet-related diseases like Type 2 diabetes, which disproportionately affects black and brown children -- who are the overwhelming majority of students in our district.

2. **It is wrong to exploit teachers' authority and popularity to lure kids to McDonald's.** As educators, we know how impressionable children are and how important it is to care for children and teach them the right lessons from a young age. When McDonald's makes teachers "work" behind store counters, it sends the wrong message, and exploits the trust between teachers and students to promote junk food.
3. **McTeacher's Nights are ineffective fundraisers.** They often raise as little as \$1 per student. Schools receive as little as 10 percent of the proceeds of an event, while McDonald's pockets the rest.

Furthermore, the promotion of McTeacher's Nights in LAUSD violates the school district's existing sponsorship guidelines, which clearly delineate "corporations that market, sell or produce products that may be harmful to children" as prohibited sponsors in schools. Despite these guidelines, McDonald's continues to promote McTeacher's Nights within LAUSD. Research conducted by the Campaign for a Commercial-Free Childhood and Corporate Accountability International documents more than 120 instances of McTeacher's Nights events in the greater Los Angeles area since January 2013. More than half of these instances are happening within LAUSD.

Educators should not have to choose between school resources today and the health of their students tomorrow. UTLA has taken steps to notify its membership of our position opposing McTeacher's Nights. We have urged our members to reject McTeacher's Nights if approached in their schools and to engage their principals and parent-teacher associations about the negative consequences of these events.

Simply put, it is inappropriate for McDonald's franchisees and operators to continue exploiting our teachers for marketing gain. Mr. Paschen, we insist that in your capacity as president of the McDonald's Operators Association of Southern California, you immediately retire the "McTeacher's Nights" promotional event within the Los Angeles Unified School District and across the Southern California region. We further request that you provide written communication of this new policy to your member franchisees and operators and to McDonald's corporate executives.

Thank you in advance for your attention to this matter. We look forward to your full compliance with our request, and we hope to hear from you soon.

Sincerely,



Cecily Myart-Cruz
UTLA/NEA Vice President
United Teachers Los Angeles

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