



CE Noticias Financieras English

## Buying a Big Mac in the **metaverse**? **McDonald's** and other companies prepare their virtual world

643 words

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CE NoticiasFinancieras

NFINCE

English

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McDonald's is asking for a clue in the metaverse, just as major brands such as Nike and Hyundai, among others, have already done. Many consider it a risky bet, a blind investment; in fact, it is still being structured and Intel itself, the number one manufacturer of integrated circuits in the world, has said that computational efficiency will have to be 1,000 times greater for it to work. This is the metaverse, a strategy to which Meta (Facebook's parent company) will inject 10 billion dollars, and in which Decentraland and The Sandbox are also working.

In short, it is an immersive technology, a 3D vision of the world that combines virtual reality and augmented reality, and which is beginning to seduce large multinationals. The latest is McDonald's, which approved a patent application for virtual assets, or, in simple words, began to see its future in this digital reality.

The information that has transpired is that the U.S. multinational will not only explore the metaverse, but will bet heavily on it. In fact, its patent applications also involve McCafé; the idea is to go one step further and combine the facilities of the virtual with real life.

Trademark attorney Josh Gerben, who has compiled on his Twitter account the process of various companies to be in the metaverse, said that McDonald's plans to "operate a virtual restaurant with home delivery service". In practice, one could order the iconic Big Mac in that virtual reality and then have it delivered to one's door.

Big names Recently, YouTube also jumped on the metaverse bus. It revealed that it has ideas for a more immersive user experience in the content shared on the platform, and without giving further details, it stressed that it will work on bringing the world of virtual reality closer to home.

Microsoft, for its part, does not want to be left behind and put its wallet on the table to close the biggest deal in its history. It paid 68.7 billion dollars to acquire Activision Blizzard -a game development company and publisher of interactive entertainment content-, a move that "will accelerate the growth of Microsoft's game business on mobile devices, PCs, consoles and the cloud and provide basic elements for the metaverse".

In this reality, even fashion will have its place; brands are not only thinking about collections for the seasons of the year, but also for the metaverse. Nike filed a patent application last October to use its brand virtually. As a prelude to its launch in the new universe, the company launched Nikeland, a space in which people can equip their avatar with Nike apparel (among other functions), which is available on the Roblox video game platform.

Other companies that have already made their first pines are Gucci, Dolce & Gabbana and Balenciaga, which have appealed to their creativity to even sell their first items in the metaverse.

For its part, the automotive industry is thinking of the metaverse as an element that will help save millions of dollars a year. This is the case of Hyundai, which has teamed up with Unity to create a factory in the metaverse that is currently under construction and promises, among many other things, to take a step forward in the automation of vehicles and make it possible, for example, for people with disabilities to control cars.

For the moment all these ideas are in the construction phase and for some the metaverse will be a reality, in the most optimistic of cases, in a decade. Greater connectivity, penetration of fifth-generation networks (5G) and, above all, making this revolutionary idea available to everyone, will be the challenges to ensure that it does not remain just a dream.





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## **McDonald's to host the largest FIFA gaming competition in Latin America**

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Arcos Dorados, the franchise that operates the McDonald's brand in 20 markets in Latin America and the Caribbean, brings, together with Coca-Cola, the FIFA22 Legacy Cup, the largest e-sports tournament ever held in the region.

Interested players will be able to register through the McDonald's APP from February 11 to 21 inclusive. The competition will be available on two gaming platforms: PlayStation 4 and Xbox One.

The initiative is part of the digital transformation of the hamburger company to get closer to its customers with innovative proposals and thus provide a great experience. Exclusive promotions and discount coupons will be available during the tournament.

"The world of eSports is very big and presents for us a great opportunity to get closer to young people and offer them the possibility to enjoy McDelivery: a convenient, practical and fast option to live delicious McDonald's moments at home. Understanding the current challenges and offering our technology to improve our consumers' experience is our priority today," said Santiago Blanco, Chief Marketing and Digital Officer of the franchisee.

The FIFA22 Legacy Cup will be played from February 22 and will culminate in a grand finale on March 30 of this year. Players over the age of 16 from the following 11 countries will be able to participate: Argentina, Brazil, Chile, Colombia, Costa Rica, Ecuador, Mexico, Peru, Puerto Rico, Uruguay and Venezuela. The competition will have a first qualifying stage, then a group stage and elimination rounds.

Registration will be through a landing page accessible from the McDelivery App. Once registered, the more than 20,000 players will be able to qualify and participate in the competition. At the same time, the event will feature live broadcasts during the final stage on Twitch, the world's most important live-streaming platform preferred by gamers.

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## Coinbetter: Will McDonald's and GUCCI enter the Metaverse and make waves again?

1,527 words

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On February 10th, the Metaverse once again sparked a heated discussion on Twitter.

Josh Gerben, a trademark attorney and founder of Gerben Intellectual Property, tweeted yesterday that McDonald's had filed a trademark application on February 4th that included "a virtual restaurant featuring real and virtual goods" and "operating a virtual restaurant featuring home delivery" plan. At the same time, luxury brand Gucci announced the purchase of an undisclosed number of virtual plots in the "metaverse" concept project of the Sandbox.

On February 11, YouTube announced the 2022 blockchain and metaverse development plan. YouTube believes that the digital art market is expanding, and emerging technologies can help fight fraud and provide a more social experience for video game content.

Under the blessing of the big brands, the concept of the metaverse continues to strengthen. Bloomberg predicts that by 2024, the market size of the metaverse will reach \$800 billion. According to PwC forecast, by 2030, the market size of the metaverse will reach 1.5 trillion US dollars.

### Metaverse origins and principles

In 1992, Neil Stephenson proposed the concept of "MetaVerse" in his science fiction novel "Avalanche": In the metaverse, people can have their own virtual doubles.

With the rapid development, new technologies such as AI (artificial intelligence) technology, VR (virtual reality) technology, and AR (augmented reality) technology have achieved a leap forward. People found that the plot described in "Avalanche" is no longer so illusory.

Frankly, the metaverse is likely to be the next iteration of the internet, where users use their identities to explore the world of virtual reality (VR) and augmented reality (AR), games and digital assets. The blockchain-based metaverse allows all users to participate without permission, and no one can be banned.

NFTs make up most of the content in the metaverse, including avatars, avatar clothes/accessories, game items/weapons, pet art, music, videos, entire buildings and even land. In the Metaverse, users will be able to turn any of their creations into NFTs and sell them on the open market. The Metaverse will rely on avatars, mansions, clothing, collectible cards, equipment, and other digital items, designed and created entirely by users, to grow and support the open economy.

### The fiery development of the Metaverse

Looking at it now, the three key events that made the metaverse hot are: the listing of Roblox, the first share of the metaverse, in March, the acquisition of Pico by ByteDance at a cost of 9 billion, and the renaming of Facebook to Meta.

In March 2021, the American game company Roblox went public. The stock price soared by 54% that day, with a market value of more than 40 billion US dollars. It mentioned in its prospectus that "the metaverse is being realized", which accidentally detonated the American technology circle and became the hottest term. Roblox is also known as "the first stock of the metaverse".

In August, Pico issued an all-staff letter confirming that it had been acquired by ByteDance. What shocked the market is that the final amount of this transaction may reach 1.5 billion US dollars, or about 9 billion yuan, far exceeding the previous rumor of 5 billion yuan.

In October, the Connect developer conference was held, attracting tens of thousands of people around the world. At the meeting, Facebook co-founder and CEO Mark Zuckerberg officially announced that the company's name will be changed to "Meta", and the company's stock code will be changed from "FB" to "MVR" from December 1.

In addition, domestic and foreign giants such as Tencent, Microsoft, NVIDIA and other Internet companies have entered the metaverse and made efforts to cut into this market in their respective segments.

At the same time, various countries are also actively deploying. As far as we know so far, the United States has mastered the key underlying technologies related to the metaverse, as well as key applied technologies; the concept of "metaverse" has recently become popular in Japan, and Japan's crypto asset trading platform FXCOIN will focus on cooperation with the Financial Services Agency and other administrative agencies to cooperate with each other to establish an industry group of Metaverse; South Korea has strongly supported and has formulated the 2030 "Metaverse Seoul" plan; China's Shanghai, Hangzhou, Wuxi, Hefei and other local governments are very active, and Beijing's sub-center Tongzhou The "Eight Rules" were also formulated.

The metaverse is emerging all over the world, and the prairie is gradually rising.

#### Trends in the Metaverse

Generation Z (post-95 + post-00, also known as millennials) is a new generation of consumer groups that are quietly growing. They are the true original residents of the Internet. The growth of this group has spawned a huge consumer market and industrial chain.

Data shows that the average monthly usage time of Gen Zers is nearly 175 hours, which is 35 hours higher than that of users on the entire network, accounting for nearly 40% of their daily life. The direction of the metaverse can be said to be completely in line with the preferences of the younger generation. For example, during China's "Double Eleven" event last year, AYAYI, the virtual spokesperson of the "Tmall Double 11 First Metaverse Art Exhibition", was sought after by many young users; In 2019, blockchain, metaverse and NFT technologies were closely watched by millennials when they were on display.

In fact, Generation Z is willing to spend time in the virtual world, especially in contact with the cutting-edge technological and cultural products of the generation. At the same time, as the most important consumer group in the entire society in the future, they will also become the largest user base in the Metaverse.

Therefore, we can predict that in order to better meet the high demands of Generation Z, Metaverse will focus on core dimensions such as computing power, responsiveness, fidelity, immersion, interactivity, user autonomy, digital property protection, and digital currency payment in the future. Increase research and development efforts.

The Metaverse is supposed to be a productivity tool.

#### Exploring the Exchange

Although the Metaverse is currently in a stage of rapid development, we can still think that the Metaverse is in a very early stage. The development of the Metaverse relying on the blockchain is bound to be inseparable from the exchange's exploration and support of the Metaverse.

Judging from the current information, some exchanges have already carried out drastic exploration. For example, Brian Armstrong, CEO of coinbase, and Alex Reeve, executive in charge of identity tools, said they are developing tools that allow users to access the metaverse, providing users with NFT-based identity tools to help users enter the different areas that make up the metaverse; Binance has cooperated with MPB (Mayer Musk Blind Box) to conduct an in-depth exploration of the NFTization of Metaverse assets, making the Metaverse closer to the economic life of the real world; Gate.io has strategically invested in multiple metaverses through its Labs strategy. Universe + NFTFi infrastructure. The innovator Coinbetter Exchange will also make efforts in the Metaverse sector this year. Coinbetter revealed that this year not only will it vigorously support and help high-quality Metaverse projects, but investors can be the first to find Metaverse head projects on Coinbetter. It is reported that Coinbetter has established a metaverse section, and will launch the new metaverse project as soon as possible. At the same time, a \$5 million fund will be launched to boost the metaverse plan. With the support of this plan, Coinbetter has set up a special investment fund to provide excellent Metaverse projects with a series of measures such as the recommendation of professional game guilds in the Metaverse field, the free listing channel for high-quality projects, the promotion of VIPs in the Metaverse field, and the project incubator. Dimensional services to accelerate its growth. In the future, the market will see more explorations by Coinbetter on the metaverse.

Coinbetter believes that the metaverse and web3.0 are closely related, and the metaverse is a "real virtual world" built on top of Web3.0. Metaverse includes a convenient and immersive experience, an open and free creation platform, a safe and fair economic system, and rich social attributes; while Web 3.0 has its own attributes and needs including blockchain, artificial intelligence and the Internet of Things. A number of technologies will present these characteristics in an integrated manner.

If 2021 is the beginning of the metaverse, then in 2022 the field of the metaverse is bound to usher in greater competition and development. But most companies' research on the metaverse is still a concept, and the real competition is still in the future.

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Hodler's

**Russia to regulate digital assets as currency, McDonald's eyes the metaverse, YouTube to adopt NFTs and XRP pumps 30%: Hodler's Digest, Feb. 6-12**

Cointelegraph By Editorial Staff

2,089 words

12 February 2022

The Cointelegraph

CONTEL

English

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Coming every Saturday, [Hodlers Digest](#) will help you track every single important news story that happened this week. The best (and worst) quotes, adoption and regulation highlights, leading coins, predictions and much more a week on Cointelegraph in one link.

Top Stories This Week

[Russian government and central bank agree to treat Bitcoin as currency](#)

The Russian government and central bank made an agreement to regulate crypto as an analogue of currencies instead of digital financial assets.

The updated regulation is part of a draft law that is slated to launch on Feb. 18, and will see approved cryptocurrencies such as Bitcoin function in lawful exchanges through the banking system or licensed intermediaries.

As part of the incoming framework, crypto transactions worth more than 600,000 rubles (\$8,000) would have to be declared; otherwise, such transactions could be considered a criminal act. Those who illegally accept cryptocurrencies as payment will incur fines.

[Upcoming Apple iPhone feature to give merchants a way to accept crypto payments](#)

This week, Apple unveiled a new Tap to Pay feature for its iPhones that will enable businesses and merchants to conduct contactless point-of-sale transactions with Apple Pay, credit cards, debit cards and digital wallets.

The move also enables customers who use crypto payment methods such as Coinbase Card and Crypto.com Visa Card to use their holdings to make payments via Tap to Pay. However, it will most likely involve the conversion of crypto to fiat in real time to do so.

Apple announced Stripe as the first platform to offer Tap to Pay on the iPhone and indicated that other payment platforms and apps will introduce the feature throughout 2022.

[XRP gains 30% after Ripple gets permission to explain fair notice defense vs. SEC](#)

The price of XRP surged 30% this week on the back of positive developments in the long-running court case between Ripple Labs and the United States Securities and Exchange Commission (SEC).

According to court documents from last week, Judge Analisa Torres permitted Ripple to respond to the SEC's memorandum of law in support of the motion to strike Ripple's fourth affirmative defense. The judge also ordered for the unsealing of three documents concerning the case, including two email threads belonging to Ripple CEO Brad Garlinghouse and co-founder Chris Larsen respectively, as well as Garlinghouse's deposition notice.

Shortly after the news was published, the price of XRP rallied around 30% between Feb. 3 and Feb. 7. The gains have held up well over that period, with CoinMarketCap data showing a 32% gain in XRP's price over the past seven days at the time of writing.

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[December 28, 2021](#)

[YouTube sees incredible potential in NFT video sales despite backlash threat](#)

YouTube is looking at integrating NFTs, blockchain and Web3 tech into its platform in a bid to roll out new features for its partnered creators. In a Thursday blog post, YouTube's chief product officer Neal Mohan also stated the firm is aiming to ramp up its metaverse-based services.

Mohan outlined that YouTube creators are looking for new ways to make content and add revenue streams, and the Web3 tech could be the solution, stating:

Web3 also opens up new opportunities for creators. We believe new technologies like blockchain and NFTs can allow creators to build deeper relationships with their fans. Together, they'll be able to collaborate on new projects and make money in ways not previously possible.

[McDonalds files trademarks for McMetaverse restaurants that deliver](#)

In a move that seems entirely unnecessary, fast-food giant McDonalds was said to be eyeing the metaverse this week after reports surfaced that the firm had registered 10 virtual world-related trademarks.

Trademark attorney and founder of Gerben Perrott PLLC, Josh Gerben, stated via Twitter that the McDonalds trademark applications involved a virtual restaurant featuring actual and virtual goods and operating a virtual restaurant featuring home delivery.

Based on the application, McDonald's seeks to provide downloadable multimedia files for artwork, audio and video files, and NFTs. At the same time, it's also working on providing virtual concerts and events.

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Winners and Losers

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At the end of the week, Bitcoin ([BTC](#)) is at \$43,485 Ether ([ETH](#)) is at \$3,103 and [XRP](#) is at \$0.81. The total market cap is at \$1.67 trillion, [according](#) to CoinMarketCap.

The top three gainers of the week are Gala (GALA) at 63.46%, IoTeX (IOTX) at 39.76% and Shiba Inu (SHIB) at 39.27%.

The top three altcoin losers of the week are Maker (MKR) at -8%, Convex Finance (CVX) at -5.8% and Nexo (NEXO) at -3.42%.

For more info on crypto prices, make sure to read [Cointelegraphs market analysis](#).

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[December 28, 2021](#)

#### Most Memorable Quotations

After working in traditional finance for over a decade, I became disillusioned by the many limitations and injustices I witnessed. The industry is plagued by unreasonable fees and inefficient systems. In various ways, these all serve to favor the wealthy and suppress the underprivileged.

[Jack Tao](#), founder and CEO of Phemex

“To be a world leader, Canada needs to make sure crypto-asset experts and investors are telling us what policy they need or what policy they don't need.”

[Michelle Rempel Garner](#), member of parliament in the House of Commons of Canada

I think you're going to see every brand that you can think of make these [metaverse-related trademark] filings within the next 12 months. I don't think anyone wants to be the next Blockbuster and just completely ignore a new technology that's coming.

[Josh Gerben](#), trademark attorney and founder of Gerben Perrott PLLC

As Web3 and blockchain technologies move forward and the crypto market comes of age, we know that media is an essential element to build widespread consumer understanding and education.

[Changpeng Zhao](#), founder and CEO of Binance

Today's arrests, and the department's largest financial seizure ever, show that cryptocurrency is not a safe haven for criminals.”

[Lisa Monaco](#), deputy attorney general for the U.S. Department of Justice

We see the future of the metaverse as being truly decentralized and existing almost completely on the blockchain, so the future of marriage in the metaverse will not need to have a record of their marriage in the real world.

[Jordan Rose](#), founder and president of Rose Law Group

There are dozens of artists preparing lawsuits against OpenSea for selling infringing NFTs. These examples are a sneak preview of a wave of litigation heading towards the space. It's both good and bad in that it discourages creativity and growth in some ways, but it's beneficial because it will ultimately help provide some guidelines in terms of clear legal parameters and guidelines for the space.

[Jeff Gluck](#), CEO of CXIP Labs

The current [Bitcoin] supply dynamics can best be described as a powder keg. The question remains who lights the match.

FSInsight's [Digital Assets In A Post-Cycle World](#) report

#### Prediction of the Week

[A quarter of people will have spent time in the metaverse by 2026: Research](#)

Tech research and consulting company Gartner published a report on Monday estimating that 25% of people will be spending at least one hour a day in the metaverse by 2026, for activities such as work, shopping, education, socializing and entertainment.

The ambitious estimate appears to be the brainchild of Gartner vice president Marty Resnick, who predicted in the report that around 30% of the world's organizations will have metaverse-based products and services within the next four years:

Eventually, they will take place in a single environment the metaverse with multiple destinations across technologies and experiences.

#### FUD of the Week

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#### [DoJ seizes \\$3.6B in crypto and arrests two in connection with 2016 Bitfinex hack](#)

The U.S. Department of Justice dropped a bombshell announcement on Tuesday, revealing that it had made arrests of two individuals and seized 119,756 Bitcoin (\$5.1 billion at current prices) stolen from the Bitfinex exchange in 2016.

Ilya Lichtenstein and his wife Heather Morgan are alleged to have conspired to launder crypto connected to the infamous Bitfinex hack, with the DoJ stating that it had traced 25,000 siphoned BTC being transferred to financial accounts owned by the pair.

In a futile effort to maintain digital anonymity, the defendants laundered stolen funds through a labyrinth of cryptocurrency transactions, said Deputy Attorney General Lisa Monaco. Thanks to the meticulous work of law enforcement, the department once again showed how it can and will follow the money, no matter what form it takes.

#### [Central Bank of Ireland nixes crypto funds: Too difficult 'for a retail investor'](#)

The Central Bank of Ireland stated this week that it may not approve crypto investment funds because they are supposedly too complicated for the lowly retail investor.

The comments were made via the February 2022 Securities Markets Risk Outlook Report in which the central bank warned that the crypto market provides a potential threat to investor protection. The central bank said:

The Central Bank is highly unlikely to approve a UCITS or a Retail Investor AIF proposing any exposure to crypto-assets, taking into account the specific risks attached to crypto-assets and the possibility that appropriate risk assessment could be difficult for a retail investor without a high degree of expertise.

#### [BBC pulls doco as doubts emerge over trader who turned \\$50 into \\$8M](#)

The British Broadcasting Corporation (BBC) pulled a documentary featuring a 20-year-old crypto trader who claimed to have turned \$50 into \$8 million last year. The story was set to explore how Hanad Hassan made his fortune and started to give back to the community following his newfound wealth.

The BBC's promo for the documentary stated that Hassan launched a crypto project called Orfano that donated all of its profits to charity, stating that as much as \$200,000 had been allocated to a good cause last year. However, The Guardian essentially called out the BBC for conducting shoddy research, with the publication's media editor, Jim Waterson, writing:

The Guardian asked the BBC if it was confident in [Hassan's] claimed financial returns and questioned why the programs promotional material did not mention that Hassans cryptocurrency Orfano was abruptly shut down in October, with many unhappy investors claiming they were left out of pocket as a result.

The BBC swiftly said it had withdrawn the show but did not make any further comment on its editorial checks, Waterson continued.

Best Cointelegraph Features

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#### [Charity hack fixes your crypto CGT bill: Endaoment](#)

Robbie Heegers Endaoment has facilitated the donation of over \$30 million of cryptocurrency to 243 different charities. These donations come from altruistic cryptocurrency investors who are also partly motivated by reducing their tax burdens to Uncle Sam and keeping more of their profits.

#### [The virus killer: How blockchain contributes to the fight against COVID-19](#)

Blockchain-powered solutions have been on the front line of the battle against Covid-19, yet their potential has been underutilized.

#### [Music in the Metaverse creates social and immersive experiences for users](#)

Music is becoming a key feature in the metaverse, but will challenges hamper adoption?

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CE Noticias Financieras English

**McDonald's** seeks to sell food in the **metaverse** and deliver it in the real world

203 words

10 February 2022

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English

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Soon you will be able to be in the metaverse, enter a McDonald's virtual store, place an order and in a while in the real world you will receive your hamburger and fries.

Patent attorney Josh Gerben said that this option was requested by the fast food company and is part of the records filed with the United States Patent and Trademark Office (USPTO).

One of the applications made by McDonald's includes the operation of "a virtual restaurant offering virtual and real goods" and also a "virtual restaurant offering home delivery".

In addition, the company also applied to register "virtual food and beverage" services, downloadable audio and video content, non-fungible tokens, as well as online and virtual concerts.

This includes both the traditional fast food house and its McCafe franchise. Both Nike and Walmart are also interested in the metaverse.

Gerben told Forbes magazine that in the next 12 months "every brand is going to be doing this kind of ordering." "I don't think anyone wants to be the next Blockbuster and just ignore a new technology that's coming along."

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## McDonald's Files Trademark For Metaverse-Based 'Virtual Restaurant'

Mason Bissada, Forbes Staff

481 words

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### Topline

McDonald's is the latest to file trademark applications for virtual goods, services and even virtual restaurants and cafes, leaning into a growing trend of major corporations preparing for a potential wave of virtual reality marketplaces spearheaded by Meta, parent company of Facebook, and its envisioned virtual world, the metaverse.

### Key Facts

Josh Gerben, a trademark lawyer whose firm tracks new trademark filings on a daily basis, first made note of the requests on [Twitter](#) Wednesday, pointing out 10 applications filed by McDonald's.

The McDonald's [filings](#), listed February 4, request to trademark, among other things, "Operating a virtual restaurant featuring actual and virtual goods," and "operating a virtual restaurant online featuring home delivery."

It also aims to [trademark](#) "on-line actual and virtual concerts" and other entertainment services within its virtual McCafe.

The requests follow Panera Bread's February 3 [filing](#) for the "Paneraverse," a request from the bakery company to trademark its downloadable, virtual food and beverage items "for use in virtual worlds," along with NFTs and the option to purchase actual goods in the virtual world to be delivered.

McDonald's and Panera Bread are the latest to prepare for a potential virtual establishment revolution, joining major corporations like [Nike](#), [Walmart](#) and [Sketchers](#), who have all made similar filings in the past three months.

"When you see this critical mass of large companies making this many new trademark filings, it's very clear this is coming," Gerben told Forbes.

### Crucial Quote

"I think you're going to see every brand that you can think of make these filings within the next 12 months," Gerben added. "I don't think anyone wants to be the next Blockbuster and just completely ignore a new technology that's coming."

### Tangent

"Panera is always working to be at the forefront of tech advancement," George Hanson, the company's chief digital officer, said in a statement to Forbes. "As a brand we are consistently looking for new ways to better our guest experience, whether in our cafes or in the metaverse."

### Key Background

These requests often take the U.S. Patent and Trademark Office eight to nine months to review, according to Gerben, though he says McDonalds should have no troubles getting the trademarks approved. While the Metaverse is not the only virtual world in which these trademarks can be used, Meta appears to be leaning more heavily into its vision of a virtual world (see its October [name change](#)) than any other major technology company, and it is seeing results. According to Meta's fourth quarter [earnings report](#), the company pulled in more \$800 million in revenue from "Reality Labs," its division that includes its augmented and virtual reality-related consumer hardware like the Oculus, the company's widely popular VR headset used to access the metaverse.





## McDonald's Enters The Metaverse: What Investors Need To Know

Adam Eckert

426 words

3 February 2022

03:06

Benzinga.com

BNZNGA

English

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McDonald's Corp (NYSE: [MCD](#)) celebrated the lunar New Year in the metaverse this year. The iconic fast food chain launched an immersive and interactive experience for fans using a collection of zodiac animal designs.

**What To Know:** To ring in the Lunar New Year "with style and innovation," McDonald's teamed up with Opening Ceremony co-founder Humberto Leon to create the one-of-a-kind collection focused on the Year of the Tiger.

McDonald's is calling its metaverse experience the "McDonald's Hall of Zodiacs: 2022 Lunar New Year with Humberto Leon." Fans can enter the life-like exhibit on virtual reality social platforms AltspaceVR and Spatial, where they can experience the zodiac animal designs and even receive horoscope readings that offer predictions about what's to come based on one's birth year and zodiac animal.

Those who wish to access the exhibit via desktop or mobile can do so here. Access to the exhibit will remain open through Feb. 15.

"We're excited to reach our fans in a meaningful way that captures the essence of the Year of Tiger showcasing bravery, strength and confidence through art, while leveraging a digital experience that meets them in spaces they enjoy," said Elizabeth Campbell, senior director of cultural engagement at McDonald's.

McDonald's is also bringing its lunar New Year celebration to the physical world. As part of the company's Year of the Tiger celebration, the company will be giving out red envelopes—traditionally filled with money and used as a symbol of prosperity—featuring Leon's Year of the Tiger design at select McDonald's locations.

"Customers who visit participating restaurants will receive a packet of two red envelopes that can be given to friends and family to honor the tradition of sharing good fortune," McDonald's said.

See Also: [Is McDonald's Grimace Really A Giant Taste Bud?](#)

**Why It Matters:** As metaverse development continues to accelerate, McDonald's seems to be showing a willingness to [explore](#) potential opportunities within the virtual reality space.

Facebook recently rebranded to Meta Platforms Inc (NASDAQ: [FB](#)) as it prepares for the digital transition and NVIDIA Corp (NASDAQ: [NVDA](#)) has been talking about a virtual reality space that it calls the "omniverse."

As these digital worlds become further developed, big brands like McDonald's will look to take advantage of advertising and virtual sales opportunities, among others.

Related Link: [Kevin O'Leary Expects A Narrative Shift From Meta: Why The Shark Tank Investor Is Buying Stock Ahead Of Earnings](#)

Photo: courtesy of McDonald's.

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**McDonald's USA and Fashion Trailblazer Humberto Leon Reimagine Lunar New Year Traditions through Metaverse Experience for Fans**

Distributed by Contify.com

1,097 words

31 January 2022

Contify Retail News

ARTAL

English

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CHICAGO, Jan. 31 -- McDonald issued the following news release:

- The Golden Arches introduces a first ever cross-media collaboration, "McDonald's Hall of Zodiacs: 2022 Lunar New Year by Humberto Leon," to include red envelopes at select restaurants and national TV spot

To ring in Lunar New Year with style and innovation, McDonald's has teamed up with Humberto Leon, co-founder of fashion brand Opening Ceremony, to create a one-of-a-kind collection of zodiac animal designs. Focused on the Year of the Tiger and its courageous and fearless qualities, the "McDonald's Hall of Zodiacs: 2022 Lunar New Year with Humberto Leon," is an immersive and interactive experience for fans that is set in the metaverse. As a Chinese-Peruvian American, Leon's creative vision is largely shaped by his cross-cultural identity and passion to serve and celebrate his diverse background.

"Lunar New Year is not only a time to celebrate with family and friends, but also gives us Asian Americans the perfect opportunity to share our cultural heritage with people throughout the various communities we call home," said Leon. "Partnering with McDonald's means a lot to me because it's a brand that has always been committed to embracing and celebrating the universality of all cultures, helping me see myself in the brand and in the world. Kicking off Lunar New Year with McDonald's in a way that underscores the creativity and innovation of the Asian American community, makes me proud to offer a true expression of my identity and the influences that have shaped it, to which I know many will relate."

#### Experience the Hall of Zodiacs

As a first in the U.S., McDonald's is sending fans to a new place for their Lunar New Year celebrations. Starting today until Feb. 15, fans can enter the life-like exhibit on virtual reality social platforms, AltspaceVR and Spatial, to experience the elegant McDonald's gallery hosting Leon's work. While there, fans can take in Leon's zodiacs and receive horoscope readings that give foresight into their year ahead, based on birth year and zodiac animal. And feng shui expert and popular content creator Cliff Tan's interior design direction takes it up a notch to give the feel-good space balanced energy. The exhibit can also be enjoyed via mobile and desktop, with additional info and instructions on how to access it at [McDHallOfZodiacs.com](https://McDHallOfZodiacs.com). McDonald's worked in tandem with multicultural ad agency, IW Group, to bring this campaign to life.

"We're excited to reach our fans in a meaningful way that captures the essence of the Year of Tiger showcasing bravery, strength and confidence through art, while leveraging a digital experience that meets them in spaces they enjoy," said Elizabeth Campbell, McDonald's Senior Director of Cultural Engagement. "Bringing on Humberto Leon, a trailblazer who uses the world around him to influence his work and others, is what makes this a next-level moment for McDonald's. We're honored to celebrate this Lunar New Year through his art expressions and hope our fans will enjoy this very cool and celebratory experience with us."

#### Honor Lunar New Year Traditions

As part of the cross-media collaboration, McDonald's and Leon also produced a TV spot that features the designer's reflections on beloved traditions for Lunar New Year while also speaking to his diverse identity. The spot, which you can watch here, airs nationwide today on Asian news channels in English, Chinese, Korean and Vietnamese.

#### Share Good Luck and Prosperity

And it wouldn't be Lunar New Year without stunning red envelopes! Traditionally filled with money and given out to symbolize prosperity, these red envelopes designed exclusively for McDonald's customers will feature Leon's Year of the Tiger design. Customers who visit participating restaurants will receive a packet of two red envelopes that can be given to friends and family to honor the tradition of sharing good fortune. The



participating restaurants are in Los Angeles, New York, San Francisco, Dallas, Houston, and Atlanta starting on Feb. 1, and available while supplies last:

- \* 9852 Westminster Ave, Garden Grove, CA 92844
- \* 7503 Garvey Ave, Rosemead, CA 91770
- \* 255 Winston Dr, San Francisco, CA 94132
- \* 1150 S De Anza Blvd, San Jose, CA 95129
- \* 1125 Peachtree Industrial Blvd, Suwanee, GA 30024
- \* 40-18 Main St, Queens, NY 11354
- \* 8435 N Beltline Road, Irving, TX 75063
- \* 1460 Hwy 6, Sugar Land, TX 77479

This Lunar New Year celebration represents a longstanding commitment to the Asian American community, which includes celebrating meaningful cultural moments, such as last year's Lunar New Year partnership with leading global Asian artist collective, 88rising and distributing custom red envelopes during San Francisco Chinese New Year Festival in 2020. The Golden Arches commitment extends to education as well, as it feeds and fosters the communities it serves. Through programs like the McDonald's APA Next platform, which includes an annual scholarship for Asian Pacific Islander American students in financial need and a partnership with self-care app Shine, the brand strives to support students in and out of the classroom.

#### About McDonald's USA

McDonald's USA, LLC, serves a variety of menu options made with quality ingredients to millions of customers every day. Ninety-five percent of McDonald's approximately 13,500 U.S. restaurants are owned and operated by independent business owners. For more information, visit [www.mcdonalds.com](http://www.mcdonalds.com), or follow us on Twitter @McDonalds and on Facebook at [www.facebook.com/mcdonalds](http://www.facebook.com/mcdonalds).

#### About Humberto Leon

Humberto Leon is the co-founder of Opening Ceremony, a cult fashion brand that launched in 2002, first as a retail destination in New York, Los Angeles, and Tokyo, and then as an eponymous label of women's and men's ready-to-wear, footwear, accessories. From 2011 to 2019, Leon served as the co-creative director of the French fashion house KENZO. As the campaign for the release of his Fall/Winter 2018 collection at KENZO, Leon wrote and directed his first film, *The Everything*, starring Milla Jovovich, Alexandra Shipp, Kodi Smit-McCree, and Leo Reilly. In 2020, Leon opened his first restaurant in Eagle Rock, California. CHIFA has received the prestigious Bib Gourmand Award by the MICHELIN Guide and earned a coveted spot on Condé Nast's "The Best New Restaurants in the World" and the Los Angeles Times "101 Best Restaurants" lists for 2021.

Source: McDonald

[Category: Business Expansion, Partnerships and Alliances]

Document ATRTAL0020220202ei1v000pd

# The Washington Post

Sports

**Twitch stars and McDonald's entered the metaverse. Then it got weird.**

By Nathan Grayson

1,755 words

21 December 2021

Washington Post.com

WPCOM

English

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A man with no face rises into the sky. Thanks to a stray beam of artificial sunlight, it almost appears he has a halo. Onlookers gather to gawk. One manages to shout louder than the rest. "It's God!" he bellows. Everybody else bursts into uproarious laughter. It's the first day of "OfflineTV VR," a temporary virtual space meant to replicate the feel of a real-life pop-up event the eponymous streamer collective held in LA the weekend prior. For now, fans are making their own fun manipulating its glitches. It's probably not what the brands that built this monument to Twitch's wholesome eightsome intended, but it's something.

OfflineTV is a group of eight collaborators and former housemates that includes stars like Imane "Pokimane" Anys, Jeremy "DisguisedToast" Wang and Lily "LilyPichu" Ki. Even among top Twitch streamers, the group has developed a uniquely passionate fan base numbering in the millions that regularly trades in fan art, fan fiction, and memes. When OfflineTV announced the first in-person Los Angeles pop-up in partnership with McDonald's, tickets sold out in a heartbeat. To expand the partnership, and accommodate those fans that couldn't attend in person, the brands constructed "OfflineTV VR" a limited time virtual space accessible via VR platforms, as well as PCs, Macs and smartphones. Its big debut was rocky.

When I joined a server minutes after it opened, my avatar spawned not into the event space itself, but out in a floating limbo overlooking what appeared to be a photorealistic stretch of L.A. highway. For a moment, I was concerned I was going to plummet hundreds of feet to my in-game death, but my avatar — a legless torso with no discernible facial features — moved as though he was standing on solid ground. So I trudged toward a floating building in the sky, which thankfully turned out to be the "OfflineTV VR" venue.

At first glance, it was a spectacle, filled with some of the same art and exhibits as the real-life OfflineTV pop-up, but scaled up to make these down-to-earth content creators seem like larger-than-life titans. Each OfflineTV streamer got their own exhibit. Wang's made an especially eye-popping statement, with massive statues of his mustachioed toast mascot looming. Halls and walls, meanwhile, were adorned with countless pictures of the OfflineTV crew palling around and chilling out. The space itself was open and clean, with cavernous ceilings, lavish pillars and a wood grain floor texture. The general vibe landed somewhere between museum and tech start-up office. There were lots of palm trees.

It quickly became apparent, however, that there wasn't all that much to do. This was not entirely surprising; an OfflineTV representative said in an email that "OfflineTV VR" was built primarily by McDonald's agency partner, IW Group, in just three weeks. The space's main activity was a scavenger hunt for various pieces of OfflineTV and McDonald's imagery that, once completed, awarded fans with OfflineTV-themed wallpaper for their phones and computers. Fans were also supposed to be able to leave Post-it note messages to OfflineTV streamers in a nod to a popular attraction at the real-life pop-up, but that functionality did not appear to be working when I first logged in.

Crucially, unlike in Los Angeles, there would be no formal meet and greet. In an email to The Post, an OfflineTV representative explained that it would have been difficult due to "server capacity per link and platform capabilities that are still being updated." In short, because of those limitations, OfflineTV stars would have needed to visit 40 different versions of the space to meet with all 5,000 fans who RSVPed for the experience.

Instead, OfflineTV told fans that streamers "might pop in and out throughout the week." Fans present for "OfflineTV VR's" opening hours expressed disappointment over voice chat.

"I thought there'd be a video at least of them answering questions," said one.

"It's just wallpapers?" asked another. "That sucks."

As users discovered they could pass through any object and glitch into the sky, the illusion began to crumble.

"I think they intended this to be way cooler," said one OfflineTV fan. "It's a low-poly McDonald's that has broken trees."

A few fans figured out how to use their webcams to map their real faces onto plastic-y digital avatars — a peak uncanny valley moment — and numerous others gathered to gaze into their glassy eyes.

"Is this what it's like to be [OfflineTV streamer] Michael Reeves?" joked one of the users in response to a mass of awestruck onlookers crowding around him after he applied a temporary tattoo of his own face to a digital mannequin.

During the time I spent in the space on opening day, I repeatedly flashed back to a real-world event I attended involving one of OfflineTV's most popular members: a pizza party hosted by Anys at TwitchCon 2019. Despite the name, it wasn't much of a party at all. Instead, it was more of a line — a long one. Hundreds of fans waited for two hours to grab a slice of pizza from a San Diego pizza restaurant and snap a quick photo with OfflineTV's quirky queen of cool. Each was then made to leave, efficiently replaced by another fan holding an equally greasy slice of pizza.

That IRL event showed the limits of the friendly intimacy livestreams project, the feeling that serves as the foundation of streamers' appeal compared to more traditional, cordoned-off stars. After a certain point, stardom is stardom, no matter how chill and accessible you make yourself seem. If enough eyeballs follow your every move and enough hands want to reach out and touch you, you necessarily become something else — something removed from the general populace, if only for your own safety and sanity. It seems that even a virtual space, free from the confines of the physical world, does not entirely change that. No human being can be everywhere at once. But a brand, in some sense, can be — at the cost of authentic, face-to-face humanity.

Lacking the live personalities of the OfflineTV crew, the VR experience evoked a very different sentiment than their streams and videos. One especially incensed fan gave voice to the stars-versus-normies sentiment: "Literally, it's a museum of them flexing on you that they have a better life than you," he grumbled. "That's this entire thing."

But "OfflineTV VR" also reminded me of the camaraderie that emerged from that long wait for a short photo op in 2019. Back then, expectant fans excitedly conversed, piling in-jokes on top of in-jokes like they were trying to build a Jenga tower made of memes. Fans did the same in this case, too. They got something out of "OfflineTV VR," even if it wasn't the buzzy, brand-friendly something the metaverse event meant to convey.

I logged out of "OfflineTV VR" after a couple hours, but I checked in again toward the middle of the week to see if I could find any streamers. I never did, unfortunately, though the OfflineTV representative said they had been "dropping in sporadically throughout the week and watching our fans interact with each other." General sentiment online seemed relatively positive, with fans on Twitter and OfflineTV's subreddit saying that they enjoyed exploring the space, even if they, too, weren't reporting any streamer sightings.

I logged back in on the final day, Friday of last week. By that point, every server I joined was a ghost town. However, the Post-It note feature had been consistently functional for days, so walls were lined with user-created notes that gushed praise.

"Hey OTV! I'm from Mexico, and I just wanted to let you know that your content literally saved my life," read one. "I wish one day I can thank you face to face."

"Thank you for making quarantine less miserable and bringing so much comfy vibes," read another.

Some were addressed to specific streamers. "Toast, you inspire me to say what's on my mind and to do what I think is right, and I thank you for that," a note next to Wang's exhibit said. "I've always been a shy person, but watching you made me feel more confident in myself."

The notes were remarkably positive, given that it was seemingly possible to write anything, including the sorts of critiques fans issued previously over voice chat. For the purposes of science, I posted multiple profanities on the walls and logged out to see if servers would scrub them after I left. They stayed up. Either moderation on Spatial, the metaverse platform used by OfflineTV, is relatively light, or OfflineTV's die-hard fans are so appreciative that they can even ignore the overwhelming urge to troll.

It was strange wandering several copies of the same abandoned hall, though. It was like logging into a massively multiplayer role-playing game whose player base had moved on years ago, leaving behind only detritus of their glory days.

But I knew, consciously, that these worlds had been born just a week prior. Now they were at death's door, with the end mere hours away. In the short time "OfflineTV VR" existed, I wondered how many friendships

had been forged through a haze of shared interests and awkward glitchiness. I wondered how many heartfelt messages had gone unread. I wondered if anybody had bothered to chronicle much of it at all.

"OfflineTV VR" vanished after it had outlived its usefulness, but also before its time. In that sense, brand-constructed metaverse spaces have a lot in common with pop-up stores: They're not built to last. They exist to attract — to get people in the door with buzzwords and manufactured scarcity and then send them on their way.

A world with that ethos as its foundation inevitably has an expiration date, no matter how much history thousands of people are able to generate in the short time it exists. This particular imagining of the metaverse promises an Internet that is perhaps more immersive, but certainly more temporary. That's ideal for brands — and perhaps even for people who have become brands. It remains to be seen what it means for people.

Document WPCOM00020211221ehcl00567

News

## Faze Clan and McDonald's drop new campaign to encourage diversity in gaming

Jeff Beer

539 words

30 November 2021

Fast Company

FSTC

English

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The Golden Arches continues to faze up, announcing today the launch of “Spotlight,” a new campaign with gaming and entertainment content platform Faze Clan. “Spotlight” will focus on elevating diverse voices in gaming and feature Faze gaming streamers and personalities FaZe Swagg and FaZe JSmooth talking about what being a Black gamer means to them. The two Faze members will also host three livestream events to connect with diverse, up-and-coming streamers—and promote the guest streamers with their own fan communities. The ultimate goal is to create a ripple effect of broadening the game streaming spotlight.

“Everything we do is for our community and our fans, and the Spotlight campaign is no different,” says Faze Clan CEO Lee Trink. “The idea is a creative collaboration born out of conversations between the teams at Faze and McDonald’s, with the goal of shining a light on aspiring, diverse gamers from the Faze Clan and Nuke Squad communities. We hope it opens doors for up-and-coming talent, inspiring and shaping the future generation of gamers.”

In an email to Fast Company, Swagg and JSmooth said that a lot of top gamers and streamers with large followings aren’t people of color, which can be discouraging for young, diverse gamers who are trying to build their audience and develop their brand in the hopes of making gaming a career. “We are extremely grateful for the success we’ve had so far and the community that shows up for us every day and don’t take that for granted,” they explained. “That said, it’s very important for us to use our platforms to help pave the way for other gamers of color and hopefully propel more aspiring diverse gamers toward success.”

This is the latest project to emerge from the two companies’ ongoing collaboration, first announced back in August, that focuses on diversity in gaming. In a statement, Elizabeth Campbell, McDonald’s senior director of cultural engagement said, “The Spotlight program is the latest initiative in our larger partnership with FaZe Clan that aims to authentically engage diverse gamers by amplifying their voices and driving greater representation in the gaming industry.”

Welcome to the family, [@McDonalds](#), [#McDonaldsPartner](#) | [#FaZeUppic.twitter.com/kHQ0vOuAgO](#)

— FaZe Clan (@FaZeClan) [August 3, 2021](#)

FaZe Clan started in 2010 as a group of friends playing Call of Duty, and has since become an e-sports and entertainment powerhouse, balancing a content production studio, talent management, a direct-to-consumer e-commerce business, and a sales team negotiating brand deals. The company’s brand partnerships include Xbox and DC Comics. In October, Faze Clan [announced it would be going public](#) through a proposed SPAC deal that gives the company a \$1 billion valuation.

Trink says that McDonald’s commitment to the gaming space is important. “But we couldn’t be more proud and grateful that the partnership is rooted in our joint mission of improving and highlighting diversity in the gaming community,” says Trink. “In our eyes, McDonald’s putting resources into collaborating with us on addressing this specific issue makes the partnership even more significant.”

[Click to view image.](#)

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**McDonald's of DMV Region, Gen.G, Cxmmunity Announce HBCU NetWORK Gaming Conference**

704 words

11 November 2021

19:30

PR Newswire

PRN

English

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The virtual conference will feature a series of gaming, esports, and educational panels, tournaments and workshops tailored for HBCU students

LOS ANGELES, Nov. 11, 2021 /PRNewswire/ -- McDonald's of Washington, D.C., Maryland, Virginia and Eastern Shore; global esports organization Gen.G; and Cxmmunity, a nonprofit whose mission is to increase the number of minorities engaging in the gaming industry, today announced they are partnering to host the HBCU NetWORK, a two day gaming and esports conference for HBCU students in the Baltimore, Washington, D.C., and Eastern Shore area.

The virtual conference, which will be streamed on November 12 and 13 on [twitch.tv/gengsports](https://www.twitch.tv/gengsports), will feature competitive games, panels and workshops such as highlighting African-American leaders in the esports and gaming community. Throughout the event, attendees will hear from prominent speakers and panelists in topics such as "Unsung Heroes: Lesser Known Careers in Gaming" or the "Craft Your Story" workshop, intending to help attendees build their personal brand.

Locally-owned McDonald's franchise locations supported Gen.G and Cxmmunity on overall event programming, tournament execution, and fostering connections with HBCUs in the DC, Maryland and Virginia (DMV) area. The partnership's mission is to bridge opportunity gaps in the gaming and esports industry by presenting HBCU students with the opportunity to interact potential career paths in all areas of competitive gaming from content creation to venue management. Creating opportunities for HBCU students is yet another way local McDonald's Owner/Operators support growth and equity in their communities.

"We want to support the next generation of leaders in our community by offering them ways to engage with industries that excite them and match their passions and talents," said Raoul Alvarez, a local McDonald's Owner/Operator. "We're committed to showing our belief in the futures of these students and couldn't be more excited to partner with Gen.G on this exciting esports conference."

Cxmmunity is also creating a mentorship program for selected HBCU students that are aspiring content creators, with Gen.G providing equipment to improve their gaming setups and influencers to engage with students through games.

"As we developed this program with McDonald's and Gen.G, it was incredibly important to offer these students a complete experience in terms of curriculum, community and some competition," said Ryan Johnson, founder and executive director of Cxmmunity. "We want to connect them with leaders in our industry who can inspire them to pursue a career in the esports or video game industry."

Additionally, top competitive players and clubs from HBCUs in the DMV area will be invited to participate in tournaments, with cash prizes going to the winning programs. A highlight of the conference will be the "Hero Stories" panel in which guest speakers will share their personal career journeys, coach students on how to improve their gaming abilities, and share industry knowledge on how students can become better content creators.

"We are excited to once again partner with McDonald's, this time to focus on the development and growth of diversity and representation in the esports and gaming space," said Kahlil Keys, Director of Strategic Initiatives at Gen.G. "Working with Cxmmunity to foster community and encourage academic excellence has been instrumental in furthering our mission of developing the industry's next generation of talented and diverse voices."

In addition to tournaments and guest speakers, the conference will feature development events including a professionalism workshop and a content creator workshop focused on how to build a personal brand. Students will also have the chance to participate in a virtual cosplay contest and enter giveaways between panels and tournaments.

HBCU NetWORK is presented by DMV McDonald's Gaming, which extends the Brand's gaming program. Earlier this year, McDonald's and Gen.G announced the expansion of the Crew League and All Stars competition to the East Coast, which aimed at engaging employees and gaming fans in select regions across the U.S.

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<https://www.prnewswire.com/news-releases/mcdonalds-of-dmv-region-geng-cxcommunity-announce-hbcu-network-gaming-conference-301422100.html>

SOURCE Gen.G

/CONTACT: GenG@dkcnews.com

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Document PRN000002021111ehbb000e2

**McDonald's** leans into **gaming** with Faze Clan event; 'Friendsgaming' platform offers custom gear, chicken sandwich discounts

Jon Springer

301 words

8 November 2021

Advertising Age

ADVAGE

7

Volume 92; Number 16

English

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McDonald's U.S. and esports organization Faze Clan are inviting gamers online for a new program they are calling Friendsgaming.

Tying together friends and food through the online gaming community, the event is the first activation of a previously announced partnership meant to highlight diversity and inclusion, while helping the world's largest fast-food chain lean into the audiences of some of the most influential gaming creators.

Friendsgaming kicks off Nov. 20 at 8 p.m. ET with a live Twitch stream on FaZe Swagg's channel, starring FaZe Swagg, FaZe JSmooth, FaZe Booya and FaZe Santana.

Participants are encouraged to use custom gaming gear—The Crispy Chicken Sandwich Expansion Pack—that's available for purchase and includes custom accessories along with a DoorDash delivery code allowing gamers to fuel up on McDonald's food for the event. A live chat will offer opportunities for players to get in on exclusive giveaways.

The expansion pack, available at CCSFriendsgaming.com, also includes a headset stand, phone holder, custom controller and keyboard decals and an insulated carrier bag. The promo code provides those who have purchased an expansion pack up to \$30 off McDelivery orders including a Crispy Chicken Sandwich.

McDonald's officials said they see the partnership with Faze Clan as a platform to highlight diversity and inclusion. The company plans to more than double its U.S. investment in diverse-owned media companies, production shops and content creators by 2024.

Established in 2010, Faze Clan describes itself as the world's most prominent and influential gaming organization. It counts NBA star Ben Simmons, LeBron "Bronny" James Jr., NFL quarterback Kyler Murray and Lil Yachty among its supporters outside of the gaming world.

Document ADVAGE0020211111ehb80000g



Topic -Sunderland

## **24-hour adult gaming arcade opening by Sunderland McDonald's is deemed acceptable**

By, Chris Binding Local Democracy Reporter

562 words

18 May 2021

19:25

chroniclelive.co.uk

EVECHONL

English

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Plans have been lodged with the council for a change of use to the High Street West unit

Proposals for another adult gaming arcade in Sunderland city centre have been lodged with council planners.

Earlier in May, plans were submitted to the [city council](#) to change of use of a vacant retail unit at 251 [High Street West](#) next to McDonald's.

The application from Merkur Slots UK Ltd comes after a recent application for a late-night adult gaming centre off Holmeside, which was approved in April.

Applicants have said that adult gaming centres provide a place for people to "spend their spare change, have a game of bingo and enjoy their favourite pastime."

The centres do not offer fixed odds betting terminals associated with betting shops and instead, provide a range of low stakes slot machines and bingo.

Applicants define low stakes as between 10p and £2 and say the average stake from customers is 30-40p.

New plans for the High Street West unit include a bid to open a 24-hour adult gaming centre from the ground floor, alongside alterations to the building.

This includes a new entrance door on the western elevation to allow access to the upper floors and two new openings on the southern elevation to allow for an emergency fire door and access to a bin store.

According to planning documents, the unit has not been occupied on a permanent basis since 2012 with the last business use lasting for around two months in early 2019.

A planning statement from the applicant claims that the adult gaming centre at High Street West would benefit the area and create jobs.

It reads: "The proposed adult gaming centre will bring a long-standing vacant unit which has not been contributing to the local economy back into use and return activity to the frontage which is a significant benefit to the city centre.

"The introduction of the proposed adult gaming centre use will also result in additional benefits, including the redecoration of the existing tired frontage, increased footfall, contributing to linked trips and the creation of 6-12 new full-time jobs.

"In this respect, the new use will clearly complement the surrounding shops and other commercial premises along this part of High Street West, whilst diversifying the offer."

Applicants say that adult gaming centres typically operate on a 24-hour basis and that the customer base after midnight is primarily the 'local entertainment workforce' and shift workers.

Although the recent application for a Merkur Slots adult gaming centre at Holmeside applied for 24-hour opening hours, this was reduced to 8am-midnight following a request from Northumbria Police.

The opening hours for the new proposed adult gaming centre off High Street West will need to be considered by council planners separately.

A planning statement from the applicant adds: "The proposed 24-hour opening is considered to be acceptable and will not give rise to any undue noise and disturbance to city centre residents nor adjoining commercial uses."

A decision on the change of use is expected by early July, 2021.

For more information on the planning application or to track its progress, visit [online-applications.sunderland.gov.uk/online-applications](https://online-applications.sunderland.gov.uk/online-applications) and search planning reference: 21/01093/FUL

Document EVECHONL20210518eh5i000p7

Madison

**MPAC Presents: "McDonald's Salutes Faces of Black History- A Virtual Event"**

TAPINTO STAFF

143 words

25 February 2021

TAPinto.net

TAP

English

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MORRISTOWN, NJ - Mayo Performing Arts School presents McDonald's Salutes Faces of Black History on Thursday Feb. 25 at 7pm. This free event was "created to salute and honor Black History makers in an entertaining and educational format for all ages.

This 45 minute virtual musical and theatrical presentation, led by talented a four member cast will take the audience on a high-energy excursion through African American Culture highlighting the accomplishments of individuals from Harriet Tubman, Dr. Martin Luther King, Jr. to present-day personalities, athletes and history makers such as Barack Obama and Kamala Harris, said organizers.

The presentation will be presented by MPAC's Musical Supervisor Darius Frowner and will be followed up with a question and answer section.

To register, click [HERE](#)

Credits: MPAC

Document TAP0000020210226eh2p00019

**Search Summary**

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