



VERGESSE ^W DIE STREET ^Z

by RAF Camora



McDonald's Austria Press Release | Brunn am Gebirge, 19 September 2022



Rap fans crowd McDonald's restaurant on Mariahilfer Straße in Vienna

Spectacular promotional event at McDonald's Austria: Rapper RAF Camora buys 10,000 cheeseburgers for his fans

Who wants a cheeseburger? On Sunday evening, Austrian rap legend RAF Camora called out to his fans to join him for a spontaneous burger night at the McDonald's restaurant on Mariahilfer Straße in Vienna. Hundreds of fans took the local legend up on his offer – and were promptly treated to 10,000 free cheeseburgers from their favorite artist together with his crew. The promo marks the first kick-off to a recently announced collaboration between RAF Camora and McDonald's Austria that will be presented on 20 September.

The McDonald's restaurant run by franchise holder Thomas Richter drew quite a crowd late on Sunday afternoon as fans of Austrian rapper RAF Camora descended on the location. Just a short time before, the local artist had posted a message on Instagram saying he would buy 10,000 cheeseburgers for his followers – and that he would be serving many of them to his fans in person. Even before Sunday's promo special, there had already been rumors of a collaboration between the leading fast food service organization and the Austrian rapper, who recently released his new album *Palmen aus Plastik 3* together with Bonez MC.

A rap legend, up close and personal

Early Sunday evening, RAF Camora made good on his promise and, together with his crew, began handing out the first of 10,000 cheeseburgers in the McDonald's restaurant at Mariahilfer Straße 22 to hundreds of excited fans and Instagram followers. *"This kind of personal interaction really means a lot to me. Community and solidarity are so important – and McDonald's totally represents these values. For me, it's all about giving something back to my fans and showing that you should never forget where you came from,"* says RAF Camora, explaining the inspiration behind the burger night. *"RAF Camora is an exceptional artist with a large and loyal fan base. We are delighted to welcome so many RAF Camora fans to one of our restaurants as part of the promotional campaign",* McDonald's Marketing Director Benedikt Böcker explains.

McDonald's Austria x RAF Camora

Especially observant fans of the rapper had already suspected that RAF Camora and McDonald's Austria were planning something together. Last week, a large billboard was unveiled on Mariahilfer Straße at the corner of Getreidemarkt that read "Vergesse nie die Street" ("Never Forget the Street"), in reference to RAF Camora's hit song. McDonald's Austria and RAF Camora will present details to their collaboration on Tuesday, 20 September.

For more information, visit www.mcdonalds.at

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About McDonald's Austria

McDonald's Austria currently operates around 200 restaurants and employs 9,600 people from 92 nations. More than 90% of McDonald's Austria restaurants are operated by 40 franchise holders, most of whom are family businesses employing around 50 people per restaurant. Taxes on all profits are paid in Austria, as are the profits of McDonald's Austria itself. The national market leader in system catering takes its social, ecological and economic responsibility seriously and, as the largest restaurant partner for Austria's agricultural sector, sources around 70% of the ingredients used in the entire product range from within Austria. This figure is being constantly increased. Specific targets are also being pursued in the field of environmental protection and recycling: in addition to the continuous reduction of CO₂ emissions, the waste at every McDonald's restaurant in Austria is collected and separated and over 90% is recycled. New packaging solutions will further increase the share of guest packaging made of paper and cardboard from currently 91% this year. By 2025, 100% of all guest packaging will come from renewable, recycled or certified sources. Further information on what has been achieved so far and the goals for 2025 can be found at www.mcdonalds.at/care.

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