

TourismOhio Launches “Discover Ohio To Go” Promotion with McDonald’s® Restaurants of Ohio

Program Offers Discounted Tourism Experiences with Large Coca-Cola Beverage Purchase

COLUMBUS, Ohio (April 29, 2013) – Today, the Office of TourismOhio, McDonald’s restaurants of Ohio and Coca-Cola announced the launch of [Discover Ohio To Go](#), a first-of-its-kind promotion designed to provide travelers with exclusive discounts at some of Ohio’s most popular tourism attractions. Customers who purchase a large soft drink or iced tea beverage at participating Ohio McDonald’s locations between April 29 and June 9 can redeem the cup at participating tourism attractions for discounts on admission, lodging and more. The discounts are available for redemption at more than a dozen tourism attractions throughout the spring and summer.

“McDonald’s restaurants are a stop for many Ohio travelers, and working with McDonald’s and Coca-Cola allows us to provide those travelers with exclusive deals to help them stretch their travel budgets and maybe stay an extra night,” said Interim State Tourism Director Pat Barker. “This program also is launching at a perfect time of year to help stimulate some early Ohio travel planning.”

Travelers can visit www.DiscoverOhioToGo.com to find a full list of discounts and deals as well as a list of nearly 400 participating McDonald’s locations. To receive the discount, travelers should follow directions on the website for each offer and present the clean, empty cup upon arrival at participating attractions, including:

- [Cedar Point](#)
- [Cedar Point Resorts](#)
- [Cincinnati Museum Center](#)
- [Columbus Museum of Art](#)
- [Great Wolf Lodge \(Mason and Sandusky locations\)](#)
- [Greater Cleveland Aquarium](#)
- [Hocking Hills Canopy Tours](#)
- [Kalahari Resorts and Conventions](#)
- [Kings Island](#)
- [National Underground Railroad Freedom Center](#)
- [Ohio State Parks](#)
- [Wild Zipline Safari](#)
- [Wildwater Kingdom](#)

“Our partnership with TourismOhio and Coca-Cola is an extension of our commitment to providing a great overall experience for our customers,” said Shirley Rogers-Reece, vice president and general manager, McDonald’s Ohio Region. “In addition to quality food and beverages, this promotion allows McDonald’s to provide our guests with an added value they won’t find at other restaurants.”

“As a long-time partner of McDonald’s, the Discover Ohio To Go partnership offers a great opportunity for Coca-Cola to provide ice-cold refreshment to on-the-go road trippers this spring and summer,” said Pete Maguire, Coca-Cola Business Development Director. “We’re proud to support TourismOhio and create moments of happiness for Ohio travelers this year.”

Specially marked “Discover Ohio To Go” cups are available at participating McDonald’s locations while supplies last in Greater Cincinnati, Central Ohio, Dayton/Miami Valley, Lima and Toledo/Northwest Ohio.

For more ideas on Ohio vacations and to begin building a trip itinerary, visit DiscoverOhio.com, join the conversation on Twitter with [@DiscoverOhio](https://twitter.com/DiscoverOhio) using #OH2GO, or like TourismOhio on [Facebook](https://www.facebook.com/TourismOhio).

About the Office of TourismOhio

The [Office of TourismOhio](http://www.tourismohio.com) is the premier source of information for travelers and media about Ohio's vibrant tourism experiences, attractions and economy. Tourism marketing programs contributed to an estimated \$40 billion in sales from visitor spending in 2011. A part of the Ohio Development Services Agency, the Office's mission is to market and celebrate Ohio's unique travel opportunities and promote the State's outstanding quality of life.

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 25 million customers every day. Nearly 90 percent of McDonald's 14,000 U.S. restaurants are independently owned and operated by local businessmen and women. Customers can now log online for free at any of the 11,500 participating Wi-Fi enabled McDonald's U.S. restaurants. For more information, visit www.mcdonalds.com, or follow us on Twitter ([@McDonalds](https://twitter.com/McDonalds)) and Facebook ([Facebook.com/McDonalds](https://www.facebook.com/McDonalds)) for updates on our business, promotions and products.

About The Coca-Cola Company

[The Coca-Cola Company](http://www.coca-colacompany.com) (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola, the world's most valuable brand, our Company's portfolio features 16 billion-dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply, Georgia and Del Valle. Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy our beverages at a rate of more than 1.8 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support active, healthy living, create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. Together with our bottling partners, we rank among the world's top 10 private employers with more than 700,000 system associates. For more information, visit Coca-Cola Journey at www.coca-colacompany.com, follow us on Twitter at twitter.com/CocaColaCo or check out our blog, Coca-Cola Unbottled, at www.coca-colablog.com.

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