



## Get Ready to Pass GO: MONOPOLY Game at McDonald's Returns with More Chances to Win

29 Sep, 2025

Download the McDonald's app to peel, collect, play starting Oct. 6



(CHICAGO – Sept. 29, 2025) – Hold on to your top hats... the iconic MONOPOLY® Game at McDonald's is making a comeback in the U.S. for the first time in nearly a decade. Starting Oct. 6 for a limited time\*, fans across the country can rediscover the thrill of the peel—with new twists like digital game pieces when ordering select items using the app alongside the classic game pieces customers know and love on select menu items. Whether you're a seasoned veteran or a first-time player, we're giving fans even more ways to play in the McDonald's app... because two chances to win are always better than one.

All you have to do is order your faves from the MONOPOLY at McDonald's menu, then peel and play – using the app to collect your property pieces and redeem any prizes you win – like dream vacations, a new ride, and more. Each game piece also earns you a **Bonus Play** for a second chance to win in the app...with the opportunity to win everything from free food to a \$1 million cash prize!

"Our fans have been clamoring for the return of MONOPOLY at McDonald's, and we're thrilled to bring it back with a modern, digital spin," said Alyssa Buetikofer, Senior Vice President, Chief Marketing and Customer Experience Officer of McDonald's USA. "This game is a core memory for so many customers, and we're excited that those memories can now be shared across generations."

### How to Play MONOPOLY at McDonald's

1. **REGISTER:** Download the app, opt in to Rewards and register for the Game. Pre-register between Sept. 29 and Oct. 5 and get 500 bonus MyMcDonald's Rewards points (so you're basically already winning).
2. **ORDER YOUR FAVES:** Starting Oct. 6, registered players can order select menu items and get a game piece to play. Some items get you a physical piece (e.g., on the side of your large fry box); others get you a digital piece right on your phone, when you order in the app or use your Reward code. Check out the app for a complete list of eligible menu items. No purchase is necessary to play. See below for details on how to play without purchase.\*
3. **PEEL FOR PRIZES OR PROPERTIES:** There are two ways to get in on the fun this time around!
  - o **Physical** game pieces: Peel from packaging, then scan in the app to reveal your prize or collect a digital property piece.
  - o **Digital** game pieces: When you earn a digital game piece, you can "peel" directly in the app to reveal if you're an instant winner or to collect your digital property piece.
4. In both cases, be sure to **play the bonus game** in the app for a *second* chance to win through Nov. 2.

**MONOPOLY at McDonald's is coming back on 10/6!**

# HOW TO PLAY

Play in the Mcd's app with these EASY STEPS!!

- 1** First, register in the McD's app!
- 2** To play, order select items\* using the app or Rewards code. \*See app for eligible items to earn digital game piece.
- 3** Then PEEL in the APP for a chance to WIN!
- 4** OR, play by ordering eligible food\*\* with a game piece. \*See app for eligible items.
- 5** PEEL and SCAN in the app for a chance to WIN!
- 6** Collect a property or win food or loyalty points instantly!
- 7** AND GET A BONUS PLAY every time you play through 11/21!

No purch. nec. U.S./DC. 18+. Subj. to rules at playatmcd.com. See rules for important details + amoee.playatmcd.com to play w/o purch. Bonus Play ends 11:59:59 pm local time 11/21/25, all play ends 11:59:59 pm 11/23/25. © 2025 McDonald's. MONOPOLY™, ® & © Hasbro

### Winning Never Tasted This Good

There are more than 30 eligible menu items across our breakfast, lunch, and dinner menus – including fan favorites like the Quarter Pounder® with Cheese, Egg McMuffin®, large fries, and more! With an amazing pool of prizes, someone's bound to win – why not you?

- Collect property pieces for a chance at epic prizes such as 1 million American Airlines AAdvantage® miles, a \$50,000 Vacation to a MONOPOLY GO! Location\*\* or a \$10,000 Lowe's Shopping Spree.
- Play the Bonus Play through Nov. 2 for a chance to win prizes like a 2026 Jeep® Grand Cherokee Limited and exclusive experiences from The Coca-Cola Company. One lucky player could even win \$1 million cash.
- Of course, there are free food prizes aplenty, including favorites such as the Bacon, Egg & Cheese Biscuit, Double Cheeseburger and Snack Wrap®. You could also win MyMcDonald's Rewards points to use towards even more free food.

For more information, full prize list, and official game rules, go to [playatmcd.com](https://playatmcd.com).

"MONOPOLY has been a cornerstone of play for nine decades, bringing families and friends together for fun and connection. This iconic promotion captures that same spirit," said Brian Baker, Senior Vice President, Board Games, NERF and PLAY-DOH at Hasbro. "Fans have been eagerly awaiting its return — and we can't wait for them to experience the unforgettable excitement that MONOPOLY at McDonald's delivers."

Don't just dream of MONOPOLY Money—come play for the real thing. The next big winner could be you!

**\*No purchase necessary. Purch. will not improve chances of winning.** Monopoly Game at McDonald's open to residents of 50 US/DC 18+, opted in to Rewards & registered for Game in the McD's App. Ends 11:59:59 p.m. local time (LT) 11/2/25 while Game Pieces last. Get Game Piece with elig. item while supplies last. Some elig. items have physical Game Piece; some earn a digital Game Piece in App. **Digital Game Piece earned ONLY IF you 1st register for Game BEFORE ordering elig. item via mobile or using Rewards code. To play without a purchase, request a Game Piece at [amoee.playatmcd.com](https://amoee.playatmcd.com).** Deadline to play any Game Piece: 11:59:59 p.m. LT 11/23/25, BUT Bonus Play game ends 11:59:59 p.m. LT 11/2/25. Subj. to Official Rules in participating restaurants, the App, and at playatmcd.com. See rules for eligibility/entry/prizes & ARVs/odds of winning/prize claim deadline. 1:5 odds to win at Game outset, mostly food prizes. Prizes diminish & odds change as prizes won. Odds of winning Bonus Play prize based on time of in-App play. Max 10 plays/day (based on ET). Void where prohib. Sponsor: McDonald's USA, LLC, 110 N. Carpenter St., Chicago, IL 60607.

Snack Wrap® ARV: \$2.99. Biscuit Breakfast Sandwich ARV: \$2.79-\$4.78. Double Cheeseburger ARV: \$2.77. **Collect to Win:** (5) 1M American Airlines AAdvantage® miles prizes, ARV: \$24,700. (6) Monopoly GO! trip-for-4 prizes to a select Monopoly Go!-themed destination, ARV: \$50,000. See rules for restrictions. (25) \$10,000 Lowe's shopping spree prizes, awarded as Lowe's gift cards. **Bonus Play:** (5) 2026 Jeep® Grand Cherokee Limited prizes, ARV: \$52,475. Color & other details may vary. (1) \$1,000,000 cash prize. Payable \$50,000/yr for 20 yrs., no interest. (27) Coca-Cola Experience for 2 prizes. Experiences vary. ARV: \$3,200-\$43,000. See rules for experience details + restrictions (incl. travel dates/age reqs., where appl.). American Airlines and AAdvantage® are trademarks of American Airlines, Inc. All rights reserved. Lowe's and Gable Mansard Design are registered trademarks of LF, LLC. Jeep is a registered trademark of FCA US LLC. © 2025 The Coca-Cola Company. "Coca-Cola" is a registered trademark of The Coca-Cola Company.

\*\*A destination featured in Scopely's mobile game MONOPOLY GO! (e.g., Paris, Maui, and Tokyo)

### 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 franchisees. For more information, visit [www.mcdonalds.com](https://www.mcdonalds.com), and follow us on social: [X](#), [Instagram](#), [TikTok](#) and [Facebook](#).

### About MONOPOLY

2025 marks 90 years of MONOPOLY in the market, and Hasbro is celebrating its iconic legacy all year long. As the world's favorite family game brand, with over one billion players in 114 countries, MONOPOLY is more than just a game – it's a global phenomenon. Known for its timeless fun, strategy, and friendly competition, MONOPOLY invites consumers across generations to step into a world where opulence and villainy collide, and all is fair in the race for riches. With a growing list of 300+ culturally relevant editions and new ways to play – from in-person experiences to digital platforms, casino games and more – there's truly a MONOPOLY for everyone.

### About Hasbro

Hasbro is a leading games, IP and toy company whose mission is to create joy and community through the magic of play. With over 164 years of expertise, Hasbro delivers groundbreaking play experiences and reaches over 500 million kids, families and fans around the world, through physical and digital games, video games, toys, licensed consumer products, location-based entertainment, film, TV and more.

Through its franchise-first approach, Hasbro unlocks value from both new and legacy IP, including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, MONOPOLY, HASBRO GAMES, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands. Powered by its portfolio of thousands of iconic marks and a diversified network of partners and subsidiary studios, Hasbro brings fans together wherever they are, from tabletop to screen.

For more than a decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the 100 Best Corporate Citizens by 3BL Media, a 2025 JUST Capital Industry Leader, one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50, and a Brand that Matters by Fast Company. For more information, visit <https://corporate.hasbro.com> or @Hasbro on LinkedIn.

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