



# AN OPEN LETTER FROM BURGER KING TO MCDONALD'S

Good morning McDonald's,

We come in peace. In fact, we come in honor of peace. We know we've had our petty differences, but how about we call a ceasefire on these so-called 'burger wars'?

Here's what we're thinking.

Peace One Day is a non-profit organization campaigning to make Peace Day September 21 an annual day of global unity. They have a powerful rallying call 'who will you make peace with?' which has inspired us to lead by example and extend an olive branch of our own. We'd like to propose a one-off collaboration between Burger King and McDonald's to create something special - something that gets the world talking about Peace Day.

The McWhopper.

All the tastiest bits of your Big Mac and our Whopper, united in one delicious, peace-loving burger. Developed together, cooked together, and available in one location for one day only - Peace Day 2015, with all proceeds benefiting Peace One Day. All we need from you is a few McDonald's crew members to help combine your ingredients with ours.

We appreciate that's a lot to swallow, so we've put together [mcwhopper.com](http://mcwhopper.com) to give you a better understanding of our proposal.

Let's end the beef, with beef.

Talk soon,