



McDonald's 

3 mins · Edited · 

Dear Burger King,

Inspiration for a good cause... great idea.

We love the intention but think our two could do something bigger to make a difference.

We commit to raise awareness worldwide, perhaps you'll join us in a meaningful global effort?

And every day, let's acknowledge that between us there is simply a friendly business competition and certainly not the unequalled circumstances of the real pain and suffering of war.

We'll be in touch.

-Steve, McDonald's CEO

P.S. A simple phone call will do next time.