

Written by Administrator
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From left, Steven Hunter, McDonald's Multicultural and Brand Engagement Lead; moderator Leangelo Acuna; "McDonald's pranksters" Jevh Maravilla and Christian Toledo; and William Cho, McDonald's Owner/Operator.

ORLANDO, Florida — "McDonald's pranksters" Jevh Maravilla and Christian Toledo, and YouTube star Mike Bow discussed the importance of diversity in marketing at last weekend's East Coast Asian American Student Union (ECAASU) Conference in Orlando, the nation's oldest conference run by-and-for Asian American and Pacific Islander students.

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First time sponsor McDonald's worked with the ECAASU Conference team to arrange the panel featuring Maravilla and Toledo — the Filipino-American college students who received national attention for a viral poster prank inside a Houston McDonald's restaurant — and to secure Bow, who stars in a new TV commercial for the Golden Arches — to serve as the event's keynote speaker.

Now in its 41st year, the conference was one of the organization's largest to date, attracting over 800 students from 100+ schools in the East Coast.

The event explored a range of community issues with interactive workshops, speeches and performances.

During the McDonald's panel, the pranksters discussed the inspiration behind their headline-making stunt and the media whirlwind that followed, which culminated with an appearance on "The Ellen Show."

The duo was later joined by company representatives who spoke about the Golden Arches' ongoing commitment to diversity and inclusion.

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