



What's the Problem?



Changes to the World's Most Famous Mascot (Online Article)



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Ronald McDonald Loses Jumpsuit and Joins Twitter

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First published April 24th 2014, 9:34 am

The clown is getting a makeover. Ronald McDonald is ditching his iconic yellow jumpsuit, and for the first time ever, joining social media.

On Wednesday McDonald's unveiled a new wardrobe for its iconic spokescharacter, Ronald McDonald.

McDonald's announced Wednesday that Ronald will now sport mustard yellow cargo pants and a red and white striped rugby shirt topped by a sleeveless yellow zip-up jacket. For "special occasions," there's a red bowtie and blazer with his signature on the back. His hair is a little tighter too. But those big red boots remain the same.

While he won't get his own Twitter account, the clown will interact with social media users on existing McDonald's accounts using the hashtag #RonaldMcDonald.

"Selfies ...here I come!" the spokescharacter was quoted in McDonald's announcement as saying. "It's a big world and now, wherever I go and whatever I do...I'm ready to show how fun can make great things happen."

Old McDonald



Ronald McDonald's traditional look from years past

The New Look



A new look for Ronald McDonald ditches the yellow jumpsuit in favor of cargo pants and a sleeveless vest.



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