

ncpc.org
(202) 919-4222

1100 15th Street, NW, Washington, DC 20005

June 11, 2025

Mr. Chris Kempczinski
President & CEO
McDonald's
110 N. Carpenter St.
Chicago, IL 60607

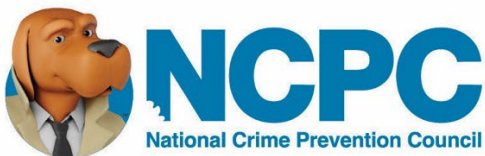
Dear Mr. Kempczinski:

The National Crime Prevention Council recently learned of McDonald's marketing partnership with Snapchat. This partnership does not align with McDonald's, and Ronald McDonald House Charities', long and solid history of supporting the needs and well-being of children. There are critical facts about Snapchat that McDonald's was likely unaware of when entering this arrangement to offer customers one month free of Snapchat+. In short, Snapchat is the social media platform of choice for drug dealers. It is far from child safe, and, in fact, unsafe for anyone at any age.

Some facts:

- SNAP, Inc. is the subject of an **ongoing Department of Justice investigation into the sale of fake pills** containing lethal amounts of fentanyl. Several state attorneys general are also investigating the platform for similar issues, including child trafficking and other dangerous activities inherent in Snapchat's product design.
- SNAP, Inc. is also the defendant of one of the largest wrongful death class action lawsuits in California state history. The case, *Neville et al v. Snap, Inc.*, centers on **product flaws that enabled and facilitated the sale of lethal amounts of fentanyl**, leading to the poisoning of children. The case is now going to trial after the company lost all major pre-trial motions, setting historic legal precedent in social media litigation.
- According to a Bloomberg News documentary, while all social media platforms face issues associated with harms to minors, **Snapchat's features are uniquely designed in ways that facilitate the sale of illegal drugs**. Several of those features are further enhanced in Snapchat+, which McDonald's is now giving away for free.
- Snapchat+ is especially dangerous with features such as upgraded location tracking, the ability of anyone to initiate contact with minors, and other features that are inappropriate for children and increase the likelihood of criminal activity.

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As you are likely aware, many McDonald's franchise owners participate in community programs such as National Night Out, Halloween Trick-or-Treat Safety events, and other initiatives involving local law enforcement, often with a National Crime Prevention Council volunteer portraying our mascot, McGruff the Crime Dog®. Any association with a product known to facilitate the sale of illegal drugs runs counter to the purpose of these events and the missions of law enforcement and McGruff. Accordingly, NCPC respectfully asks McDonald's to end its partnership with Snapchat.

This is not an attempt to engage in "cancel culture." It is a matter of public safety, corporate responsibility, and protecting children. We welcome the opportunity to work with McDonald's to develop a constructive solution.

Sincerely,



Paul DePonte
Executive Director & CEO

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