**After one year of COVID McDonald’s® reminds Belgian kids to keep looking on the bright side during yet another lockdown.**

**It’s been a year. A year since Belgian schools closed and never fully reopened in a normal way. A year since most of the after-school activities were cancelled. A year since kids couldn’t even see their friends in a normal way. A year since COVID has made a huge impact on the life of Belgian children and their mental well-being. That’s why McDonald’s® Belgium wants to emphasize how important it is to give children something to look out to.**

One year later and COVID still is making life hard for Belgian children with schools once again closing down, and a lonely school holiday coming up. But while it seems hard to stay positive, it has never been more important to keep being hopeful.

That’s the message in the new film by McDonald’s® Belgium where we see a boy sitting in the backseat of a car while the news on the radio is reporting about one year of COVID. The boy looks sad, until the golden arches appear in the reflection of the car window. His face lights up. A very simple but powerful way to encourage everyone to keep looking on the bright side a little longer.