Mcdonald's nixes Ronald's retirement.

**The Associated Press**

Chicago — Retired McDonald's CEO, no way. That's the message McDonald's CEO Jim Skinner gave Thursday to the red-haired clown's critics who have been提倡 unhealthy eating and Ronald's image as a role model for the health-conscious.

"The answer is no," Skinner told a room full of shareholders Thursday, at the company's annual meeting at the company's headquarters in the Chicago suburb of Oak Brook, Ill. "He is a force for good." Skinner said, adding that the nearly 50-year-old clown is an ambassador for the McDonald's brand and its Ronald McDonald House Charities. "He communicates effectively with children and families around the world," Skinner said. "He doesn't need food.

Shareholders applauded Skinner. And they unleashed a roar of approval, as most representatives of the advocacy group Corporate Accountability International, a group that has been critical of Ronald, looked on with the organization. "On the surface, Ronald is there to give children fun in all sorts of ways with toys, games and food. But Ronald McDonald is dangerous, sending insidious messages to young people," said John Noller, president-elect the American Society of Home Inspectors.

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