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ALLSTON BRIGHTON

McDonald's at Brighton Mills shopping complex in Allston reopens

Posted by Matt Rocheleau February 28, 2012 02:17 PM

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By Matt Rocheleau, Town Correspondent

The McDonald's restaurant that was torn down and rebuilt in the Brighton Mills shopping complex along Western Avenue in Allston has reopened and will hold a formal ribbon-cutting ceremony this weekend.

The restaurant was relocated less than 100 feet from where it stood originally to allow room for street changes to provide easier access to an [ongoing, adjacent project](#) to relocate and expand the Charlewsview residential complex.

On Saturday at 10 a.m., franchise owner and operator Bob King will celebrate the end of months of construction that has given his fast-food chain store a new look, and he will also present a \$1,000 donation to [ReadBoston](#), a nonprofit children's literacy program founded by Boston Mayor Thomas M. Menino in 1995.

The literacy agency will be represented at the event by executive director Theresa Lynn, according to an announcement from the company.

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Between 5 and 8 a.m. on Saturday, customers will receive a free medium Newman's Own coffee with the purchase of any breakfast sandwich, officials said. The Golden Arches' mascot Ronald McDonald and local radio station Magic 106.7 will be on hand for the ribbon-cutting.

The redesigned restaurant is built to reflect "a more upscale and contemporary décor," according to a press release.

The new location features a "side-by-side" drive-thru along with flat screen TVs and free Wi-Fi internet access inside. The store also serves some of McDonald's newest products, including: McCafé Caramel Hot Chocolate, Fruit & Maple Oatmeal made with whole grain oats, and Chicken McBites, the announcement said.

"We're changing with the times – and we never stop looking for ways to improve," said a statement from King. "This new McDonald's speaks to the needs of our customers and our community. We want our customers to enjoy every part of the McDonald's experience."

To commemorate the celebration, the restaurant also plans to host the following events: on March 4, from 1:30 to 3:30 p.m., face painting and balloons with Silly Willy the Clown; March 10, from 9 to 11 a.m., a visit from radio station MIX 104.1; and March 11, from 1:30 to 3:30 p.m., a meet and greet with Dora the Explorer.

To see other business changes in Allston and Brighton, [click here](#).

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