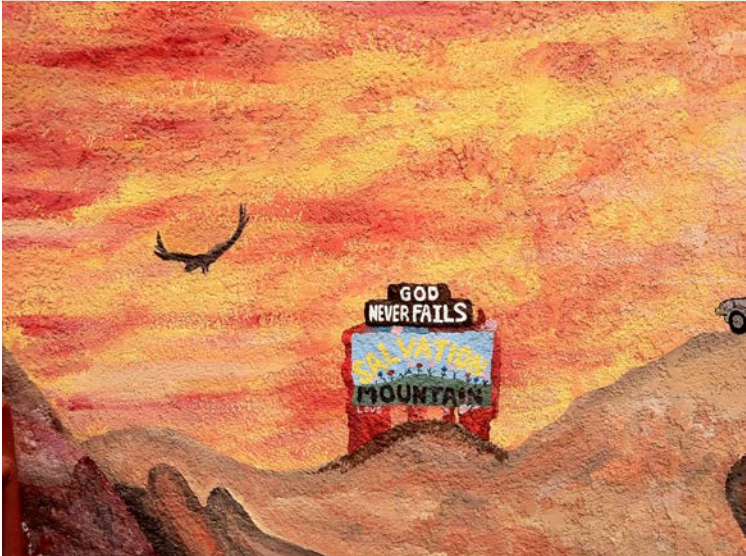
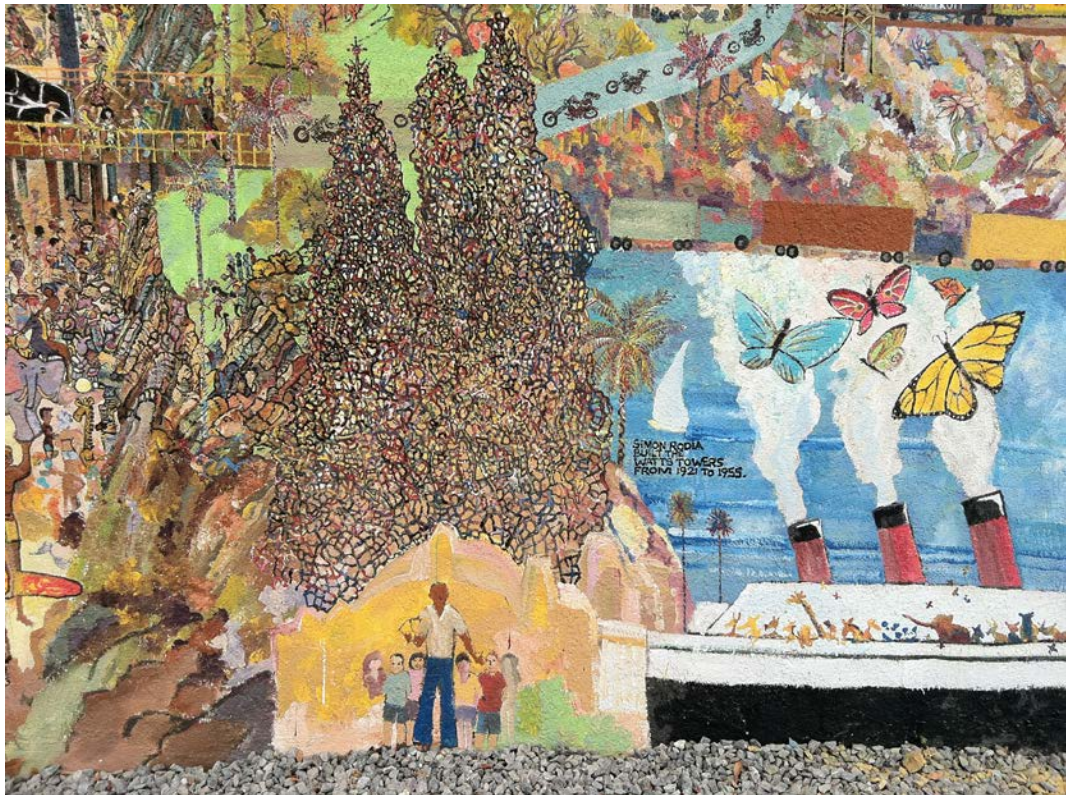


PUSSY FOOT



ALBERT OKURA





















The Evil Grimace



Role: First
Purple Mascot
Who Constantly Causes
Misfortune

Grimace is a large, purple being of indeterminate gender with short arms and legs; he is known for his mischievous face and slow-witted demeanor. His most common expression is the word "uh". Originally Grimace was the "Evil Grimace", with two pairs of arms with which to steal milkshakes.

After that first campaign, the character was reduced to be one of the "good ones", and his number of arms was reduced to two. His love of milkshakes was retained. Commercials and merchandise generally portrayed him as a well-meaning clownish, whose clients rather profited a comic foil to Ronald McDonald.

The character was retained after the restructuring of the characters in the 80s, but was dropped in 2007.















PF