

Arby's Foundation, Inc.  
1155 Perimeter Center West  
Atlanta, GA 30338  
Phone: 678.514.4100  
Fax: 678.514.5334  
[www.arbysfoundation.org](http://www.arbysfoundation.org)



## NEWS RELEASE

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Contact: Terri Evans/Bcauz Marketing  
404-593-8064/terri@bcauz.com

FOR IMMEDIATE RELEASE

### **Arby's® Helps to Share a Good Mood for Share our Strength's® No Kid Hungry Campaign to Help End Childhood Hunger**

*Arby's Foundation Pledges a Minimum \$1 Million to the No Kid Hungry Campaign for 4<sup>th</sup> Quarter 2011*

ATLANTA – (November 2, 2011) – Arby's Restaurant Group and the Arby's Foundation have cooked up a hat trick of new initiatives to score their goal of helping to end childhood hunger in America. After an initial donation to Share Our Strength's No Kid Hungry Campaign of \$300,000, and in celebration of No Kid Hungry's First Anniversary, three nationwide efforts are underway, including:

- Check-in for Charity with Foursquare – the Arby's Foundation will donate \$1 for every Foursquare check in (up to \$50,000) to Share Our Strength's No Kid Hungry Campaign during November 2011.
- National Restaurant Fundraising Campaign – Arby's Restaurants are asking their guests to share a good mood with a \$1 donation to help No Kid Hungry's goal of ending childhood hunger in America by 2015. Arby's will in turn provide the guests with coupons good for \$1 off the new Ultimate Angus Philly sandwich on their next visit to Arby's. One hundred percent of all funds raised in the restaurants will be given to the No Kid Hungry Campaign.
- Arby's is also sharing its strength by helping to raise the count on No Kid Hungry's consumer pledges via social media, in-store awareness and the new Arby's Kids Meals. The effort has already helped generate over 400 pledges to No Kid Hungry.

"The impact of hunger is universal in a child's life. It affects everything from their ability to concentrate in school, to their ability to sleep well. And yes, hunger does affect a child's mood," said Kate Atwood, executive director of the Arby's Foundation. "One in five children in America is suffering from hunger, so it's easy to understand the urgency for change. We're already seeing that Arby's customers really care about this cause. They get it and they want to help."

The mission of the Arby's Foundation is to ensure that all children in America have access to wholesome food, because every child deserves to learn, play and grow. The foundation has pledged a minimum of \$1 million to the No Kid Hungry Campaign by the end of 2011. The fourth quarter pledge is just the beginning of a multi-year national partnership with the nonprofit. A portion of purchases of the new Arby's Kids Meals featuring more nutritious choices help to fund the [Arby's Foundation](http://www.arbysfoundation.org).

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### **About Arby's Restaurant Group, Inc.**

Atlanta-based Arby's Restaurant Group, Inc. is the second largest quick-service sandwich chain in the U.S. with more than 3,600 restaurants systemwide. In addition to its classic Roast Beef and Beef 'n Cheddar sandwiches, slow-roasted and thinly sliced in store daily, Arby's is also known for its deli-style MarketFresh® line of sandwiches, wraps and salads, Curly Fries and Jamocha Shakes. In addition to new wholesome Kids Meal options, the latest news includes the 2011 introduction of Arby's first premium Angus beef menu line called Ultimate Angus. For more information about Arby's, please visit [www.arbys.com](http://www.arbys.com), <http://www.facebook.com/arbys>, or <http://twitter.com/Arbys>.

### **About the Arby's Foundation, Inc.**

Since 1986, the Arby's Foundation, Inc., a 501 (c) (3) non-profit organization, has raised more than \$52 million to support youth initiatives in the communities the foundation serves. Celebrating its 25<sup>th</sup> year, the Arby's Foundation has embarked on a new mission to join the fight to end childhood hunger in America. The Arby's Foundation is the charitable arm of Arby's Restaurant Group, Inc., and works together with AFA Service Corporation (Arby's Franchise Association), Arby's suppliers and the generosity of Arby's customers and employees to ensure that all children in America have access to wholesome food, because every child deserves to learn, play and grow. For more information on the Arby's Foundation, please visit [www.arbysfoundation.org](http://www.arbysfoundation.org).

### **About Share Our Strength**

Share Our Strength, a national nonprofit, is ending childhood hunger in America by connecting children with the nutritious food they need to lead healthy, active lives. Through its No Kid Hungry Campaign – a national effort to end childhood hunger in America by 2015 – Share Our Strength ensures children in need are enrolled in federal nutrition programs, invests in community organizations fighting hunger, teaches families how to cook healthy, affordable meals, and builds public-private partnerships to end childhood hunger, at the state and city level. Visit [Strength.org](http://Strength.org) to get involved.

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