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NEWS RELEASE

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Arby's® Social Media Sparks Support for Share our Strength's® No Kid Hungry Campaign to End Childhood Hunger

Deep Customer and Cause Engagement is the Goal

ATLANTA – (November 9, 2011) – Whether a customer is checking in, or checking out, the [Arby's Foundation](http://www.arbysfoundation.org) is providing incentives for their guests and social media community to learn, care and donate to help the 16 million children in America who are suffering from hunger. Arby's Restaurant Group, Inc. is leveraging its digital and social media properties on behalf of the Arby's Foundation, Inc. and Share Our Strength's No Kid Hungry Campaign, in a 360-degree promotion activation that bridges the virtual and in-store experience, including:

[Check-in™ for Charity with Foursquare®](#) – the Arby's Foundation will donate \$1 for every Foursquare check-in at an Arby's Restaurant (up to \$50,000) to Share Our Strength's No Kid Hungry Campaign during November 2011.

[No Kid Hungry Pledge](#) - Arby's is sharing its strength by driving more No Kid Hungry's consumer pledges through an integrated Facebook platform with donation and pledge widgets. The No Kid Hungry Campaign pledge movement has recently topped 100,000 pledges.

[Online Donations](#) – The Arby's Foundation digital platform also allows consumers to make an online donation to No Kid Hungry, while remaining inside the Arby's experience. A \$1 donation helps connect a child to 10 nutritious meals.

[Donate at Check-Out/Restaurant Fundraising](#) - Arby's Restaurants are asking their guests to share a good mood with a \$1 donation to the No Kid Hungry Campaign. Arby's will provide 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.

"Our digital team has been very thorough in their efforts to help connect our customers to this cause. The integrated platform they have created allows for customers to be involved with the No Kid Hungry Campaign, yet remain totally within the Arby's brand experience," said Arby's Foundation Executive Director, Kate Atwood. "This kind of customer activation mirrors the foundation's commitment to No Kid Hungry. Our partnership contribution exceeds just the donation piece. We are contributing in many ways."

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“We’ve loved working with the Arby’s Foundation to bring new digital extensions to our No Kid Hungry Campaign,” said Clay Dunn, online community director of Share our Strength. “We’re especially excited about the Foursquare promotion – the first larger-scale location based social media promotion we’ve executed with a partner.”

Every aspect of the campaign is being tracked on the [Facebook Donate-o-meter](#) so fans and followers can see the campaign’s evolution toward the Arby’s Foundation’s goal of raising \$1 million for No Kid Hungry during the 4th quarter, 2011. Supporters can help build momentum for the campaign by sharing their activity with their Facebook friends and Twitter followers.

The mission of the Arby’s Foundation is to ensure that all children in America have access to wholesome food options, 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 the purchases of the new Arby’s Kids Meals, featuring more nutritious choices help to fund the Arby’s Foundation.

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.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 25th 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.

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 to get involved.

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