



NEWS RELEASE

## Fathers and Frosty™ Treats: Wendy's® Celebrates Sweet Combination to Support Family-Driven Cause

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NATIONWIDE FUNDRAISER HELPS CHILDREN IN FOSTER CARE FIND LOVING HOMES

June 11, 2014

(DUBLIN, Ohio) – Get a Frosty. Give back. Wendy's is making Father's Day even sweeter with its fan-favorite Father's Day Frosty Weekend promotion.

Throughout Father's Day Frosty Weekend – Saturday, June 14, and Sunday, June 15 – participating Wendy's restaurants will donate 50 cents from the sale of every Frosty product to support the Dave Thomas Foundation for Adoption® (DTFA), an organization that works to help find permanent, loving families for the more than 134,000 children in North America waiting in foster care to be adopted.

"Father's Day is the perfect time to continue my dad's legacy to help children in foster care find permanent, loving dads (and moms)," said Wendy Thomas, daughter of Wendy's founder, Dave Thomas, who was adopted as a boy.

"In the past eight years, Wendy's has raised more than \$12 million through our Father's Day Frosty weekend

program,” said Liz Geraghty, Vice President, Brand Marketing. “This promotion gives us a chance to rally fans around a cause that’s at the core of Wendy’s, and provide our customers with a sweet way to give back to the community.”

To help shine a light on the life-changing impact of uniting children waiting in foster care with permanent, loving families, Wendy’s is releasing a second video in the “In Their Own Words” video series. The videos show real stories of adoption from the voices of adopted children and their families. William and Elizabeth Wilder, parents to Christopher (12) and Elizabeth (4), share their journey of reuniting two biological siblings into their family through adoption. To view the second video, visit: <http://youtu.be/PyoF3dPgAzU>.

Wendy’s Father’s Day Frosty Weekend promotion is part of a year-long national cause marketing campaign including national TV and radio advertising, a new multi-media adoption hub, the “In Their Own Words” video series, a blue ribbon icon and in-restaurant quarterly fundraisers.

To learn more about Wendy’s Father’s Day Frosty Weekend promotion and ways to give back, visit [www.wendys.com/adoption](http://www.wendys.com/adoption).

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#### About The Dave Thomas Foundation for Adoption

The Dave Thomas Foundation for Adoption is a national nonprofit public charity dedicated to dramatically increasing the adoptions of the more than 134,000 children waiting in North America’s foster care systems. Created by Wendy’s founder Dave Thomas, who was adopted, the Foundation implements evidence-based, results-driven national signature programs, foster care adoption awareness initiatives and research-based advocacy efforts. To learn more, visit [davethomasfoundation.org](http://davethomasfoundation.org), or call 1-800-ASK-DTFA.

#### About The Wendy’s Company

The Wendy’s Company is the world’s third largest quick-service hamburger company. The Wendy’s system includes more than 6,500 franchise and Company restaurants in the United States and 29 countries and U.S. territories worldwide. For more information, visit [www.aboutwendys.com](http://www.aboutwendys.com) or [www.wendys.com](http://www.wendys.com).

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