



NEWS RELEASE

## Wendy's Announces Return of Two Fan-Favorite Promotions to Support National Adoption Month this November

11/12/2020

Wendy's Gives Back to the Dave Thomas Foundation for Adoption through Frosty Key Tag fundraiser and special in-app drink offer

DUBLIN, Ohio, Nov. 12, 2020 /PRNewswire/ -- In celebration of National Adoption Month, Wendy's® is launching two signature promotions to benefit the Dave Thomas Foundation for Adoption® (DTFA). As a cornerstone cause for the Company, Wendy's is supporting the Foundation's mission by launching its annual Frosty® Key Tag fundraising program and partnering with Coca-Cola® and Dr Pepper® on a drink promotion in the Wendy's mobile app where fans can get something and give something back at the same time.

Wendy's is passionate about raising funds and awareness of the urgent need for adoptive families for youth in foster care. There's no better time to support the DTFA's mission to dramatically increase the number of adoptions of children waiting in North America's foster care systems. Through its signature program, Wendy's Wonderful Kids®, the DTFA serves youth who are most at risk of aging out of foster care without a family, including teenagers, children with special needs and siblings. In partnership with child welfare advocates, policymakers and adoption professionals, the DTFA has helped find permanent, loving homes for nearly 10,000 children in foster care and counting.

"At Wendy's, we continue to honor our founder's legacy throughout this special month," said Carl Loreda, U.S. Chief Marketing Officer for The Wendy's Company. "By partnering with our suppliers and customers we aim to create a movement of awareness and giving to support children in foster care who deserve permanent and loving forever families."

Running now through November 29, customers can visit Wendy's mobile app to redeem an offer for a free any size beverage with purchase. Each time a customer redeems the offer, Coca-Cola and Dr Pepper will donate \$5 to the DTFA\*. The offer will remain in the app until the promotion ends and is inclusive of Wendy's entire drink lineup – whether that's a refreshing Diet Coke to jumpstart your morning or a delicious Dr Pepper pick-me-up in the afternoon.

The fast food chain is also bringing back its treasured Frosty Key Tag program. Beginning November 23 through January 31, 2021, fans can purchase Wendy's Frosty Key Tags for just \$2, redeemable for one free Jr. Frosty treat per visit with purchase in 2021\*\* to support the DTFA's efforts to find forever families for children in foster care. There are three ways to secure your Frosty Key Tag.

- In Restaurant: Simply ask to add a physical Frosty Key Tag when placing an order.
- Wendy's Mobile App: Once purchased in Wendy's app, fans will immediately receive their Frosty Key Tag as a mobile offer which can be applied to mobile orders or added to Wendy's Rewards card for in-restaurant scanning.\*\*\*
- DTFA Website: For the ultimate stocking stuffer, you can purchase Frosty Key Tags in bulk on the Dave Thomas Foundation for Adoption website: [www.davethomasfoundation.org/frosty2020](http://www.davethomasfoundation.org/frosty2020)

Join Wendy's in raising a cup of a classic Frosty, Dr Pepper or Coke® beverage.

## About Wendy's

Wendy's® was founded in 1969 by Dave Thomas in Columbus, Ohio. Dave built his business on the premise, "Quality is our Recipe®," which remains the guidepost of the Wendy's system. Wendy's is best known for its made-to-order square hamburgers, using fresh, never frozen beef\*\*\*\*, freshly-prepared salads, and other signature items like chili, baked potatoes and the Frosty® dessert. The Wendy's Company (Nasdaq: WEN) is committed to doing the right thing and making a positive difference in the lives of others. This is most visible through the Company's support of the Dave Thomas Foundation for Adoption® and its signature Wendy's Wonderful Kids® program, which seeks to find every child in the North American foster care system a loving, forever home. Today, Wendy's and its franchisees employ hundreds of thousands of people across more than 6,800 restaurants worldwide with a vision of becoming the world's most thriving and beloved restaurant brand. For details on

franchising, connect with us at [www.wendys.com/franchising](http://www.wendys.com/franchising). Visit [www.wendys.com](http://www.wendys.com) and [www.squaredealblog.com](http://www.squaredealblog.com) for more information and connect with us on Twitter and Instagram using @wendys, and on Facebook at [www.facebook.com/wendys](http://www.facebook.com/wendys).

\*At participating U.S. Wendy's. A la carte only. For each offer redeemed via the app through 11/29/2020, \$5 will be donated to the Dave Thomas Foundation for Adoption, up to a maximum of \$500,000. See the app for details.

\*\*At participating U.S. locations. 85 percent of every \$2 Frosty® Key Tag sold from 11/23/2020 to 1/31/2021 will benefit the Dave Thomas Foundation for Adoption®. Key Tags valid from 1/1/2021 – 12/31/2021. One free Jr. Frosty per visit with any purchase.

\*\*\*Wendy's account registration required to purchase and redeem the digital Frosty Key Tag through the Wendy's app. Digital Frosty Key Tag will be automatically added to user's account immediately upon purchase. Only valid for one use with any purchase per order until 12/31/2021.

\*\*\*\*Fresh beef available in the contiguous U.S., Alaska, and Canada.

"Coca-Cola", "Coke" and "Coke Zero" are trademarks of The Coca-Cola Company

DR PEPPER is a registered trademark of Dr Pepper/Seven Up, Inc.

View original content to download multimedia:<http://www.prnewswire.com/news-releases/wendys-announces-return-of-two-fan-favorite-promotions-to-support-national-adoption-month-this-november-301172305.html>

SOURCE The Wendy's Company