



NEWS RELEASE

Wendy's Frosty Fans Can “Trick or Treat” it Forward This Fall

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NATIONAL HALLOWEEN COUPON BOOK FUNDRAISER HELPS CHILDREN IN FOSTER CARE FIND LOVING ADOPTIVE FAMILIES

September 15, 2014

DUBLIN, Ohio – Wendy's® is making Halloween and giving back so much “cooler” this year with a first-ever nationwide expansion of its popular Halloween Coupon book program benefiting children in foster care. From now until October 31, for just \$1, at participating Wendy's, customers can purchase Halloween Coupon books that are filled with free Jr. Frosty™ coupons* to share with family, friends and trick-or-treaters. Ninety cents of every dollar goes to the Dave Thomas Foundation For Adoption® (DTFA) to help find loving families for the 134,000 children waiting in foster care.

“This is the first time we’re bringing our Halloween Coupon book program to restaurants nationwide, giving customers a simple way to help children in foster care—and get a sweet deal on Frosty treats in return,” said Liz Geraghty, Vice President, Brand Marketing. “We expect this will be our largest fundraising program of the year, which rounds out our year-long effort aimed at shining the light on foster care adoption and further the mission of our founder Dave Thomas, who himself was adopted.”

Through Wendy's support of the Dave Thomas Foundation for Adoption, more than 4,000 children in foster care have been adopted, and with the national expansion of the Halloween Coupon books this year, Wendy's aims for this program to raise \$3 million more to benefit the DTFA.

Customers can purchase the books for \$1 at participating Wendy's with no additional purchase necessary from September 15 – October 31, 2014, and coupons are redeemable November 2014 through February 2015. The Halloween Coupon book program is part of a year-long cause marketing campaign marked by a Wendy's blue ribbon icon that includes national TV and radio advertising, an online adoption hub featuring real-life adoption stories and in-restaurant fundraisers. To learn more about ways to give back, visit www.wendys.com/adoption.

*Coupons may be for 5 or 10 free Jr. Frosty™ treats. Prices and participation may vary.

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, 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.wendys.com or www.aboutwendys.com.

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