



NEWS RELEASE

## Wendy's Raises a Cone (or Cup) to Fathers During a Frosty-Filled Weekend

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FATHER'S DAY FROSTY™  
FUNDRAISER HELPS DAVE THOMAS  
FOUNDATION FOR ADOPTION™  
FIND DADS (AND MOMS) FOR  
FOSTER CHILDREN

June 11, 2013

Dublin, OH – Fathers and Frostys. That's a winning combination this Father's Day weekend, as Wendy's® uses its iconic treat to salute all Dads and help find new dads (and moms) for children in foster care.

Throughout Father's Day Frosty Weekend – Saturday, June 15 and Sunday, June 16 – participating Wendy's will donate 50 cents from the sale of every Frosty product to support a national effort to match America's foster children with prospective adoptive parents. All Frosty products are included — including the newest treat, the Frosty Waffle Cone.

2013 marks the seventh consecutive year of Wendy's Father's Day Frosty Weekend. Last year, Wendy's raised \$1.5 million during the celebration, and hopes for \$1.7 million this year.

"Nothing was more important to my dad than family, and that's why he started the Dave Thomas Foundation for Adoption," said Wendy Thomas, daughter of Wendy's founder Dave Thomas who was adopted himself. "I can think of no better way of honoring fathers everywhere, and my dad's legacy, than to raise a Frosty cone or cup and help another child find their forever father."

#### #FirstFrosty

This year, Wendy's digital fans can raise even more money for children in foster care by reminiscing about their "First Frosty." Every time someone submits a story, image or video about a first-time Frosty experience via Twitter or Facebook, using the hashtag #FirstFrosty, Wendy's will donate \$1.00 up to \$50,000.

All entries – including those showing or describing someone getting their First Frosty during Father's Day weekend – are eligible to be randomly selected to receive free Wendy's gift cards.

Since its beginnings in 2007, Father's Day Frosty Weekend has raised more than \$8.6 million for the Dave Thomas Foundation for Adoption in support of Wendy's Wonderful Kids™, a program that finds permanent adoptive homes for children in foster care. To date, 3,560 children have been adopted through Wendy's Wonderful Kids, and 548 more are waiting for their final adoption hearing.

For more information, visit [www.facebook.com/frosty](http://www.facebook.com/frosty) or [www.wendys.com](http://www.wendys.com).

#### The Dave Thomas Foundation for Adoption

The Dave Thomas Foundation for Adoption is a national nonprofit public charity dedicated exclusively to finding permanent homes for the more than 130,000 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 service programs, foster care adoption awareness campaigns and advocacy initiatives. 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 27 countries and U.S. territories worldwide. For more information, visit [www.wendys.com](http://www.wendys.com) or [www.aboutwendys.com](http://www.aboutwendys.com).

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