

Beat the Clock: October 3 Is the Last Chance to Apply for The Wendy's High School Heisman Scholarship

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DUBLIN, Ohio, Sept. 16, 2016 /PRNewswire/ -- As the clock winds down, the game's outcome hangs in the balance. The perfect play is drawn up and coach is calling your number. But you can't win the game if you're sitting on the bench — so lace up your cleats and take the field.



This year marks an exciting evolution of the program, Wendy's High School Heisman will now award scholarships to graduating high school seniors. Until Monday, October 3, 2016, at 3:00 p.m. PDT/6:00 p.m. EDT, students may submit the first phase of their application for Wendy's[®] High School Heisman[®] Scholarship. In partnership with the Heisman Memorial Trophy, this scholarship recognizes high character student-athletes who have displayed excellence and integrity both on and off the field. For these students, taking the easy way out or cutting corners isn't how they reach their goals.

"There are some student-athletes who don't know any other way than giving it their all," said Eddie George, former NFL Pro Bowl running back and Heisman Trophy winner. "These are the kids who go above and beyond expectations. I felt such pride when I received my Heisman trophy and I'm honored to be part of sharing the great honor of Heisman with an incredible group of young student-athletes that have dedicated themselves to being the best they can be."

To be considered, students must participate in one or more of the 43 Wendy's Heisman recognized sports, while maintaining at least a B grade average (3.0 GPA). Visit www.WendysHeisman.com to learn more or submit an application.

Thousands of students will be recognized for their accomplishments and receive certificates, medals, badges, and it begins at the high school level. Two students from every state (one male, one female) will be selected as state winners and receive a \$1,000 scholarship. Eight national finalists will be awarded a \$5,000 scholarship, and two national winners will each win a \$10,000 scholarship. The first 1,000 students to successfully submit an application will receive a \$10 Wendy's gift card.

For more information and program terms and conditions, please visit www.wendysheisman.com or call 1(800) 205-6367. Participants can also "Like" Wendy's Heisman on Facebook at <http://www.facebook.com/WendysHighSchoolHeisman> or "Follow" the organization on Twitter at <https://twitter.com/WendysHeisman> for additional details.

About Wendy's High School Heisman

The Wendy's High School Heisman was created by Wendy's founder Dave Thomas in 1994. Dave Thomas dropped out of high school when he was 15 years old in order to work full-time and went on to become one of the most successful entrepreneurs in history. While this nontraditional path led to his prosperity, it always worried Dave that others would follow in his footsteps and expect to achieve similar fame and wealth by not finishing high school or attending college.

Faced with this dilemma, at 61 years old, Dave enrolled at Coconut Creek High School in Ft. Lauderdale, Fla., and received his General Equivalency Diploma (GED). Inspired by this moment and with a desire to celebrate the outstanding achievements of youth in America, he launched the Wendy's High School Heisman.

Twenty-two years later, the Wendy's High School Heisman has honored more than 600,000 of the nation's most esteemed high school seniors who share Wendy's values of giving back to their communities, treating people with respect,

continuing education and excelling on the athletic field.

The Wendy's High School Heisman is a joint program between Wendy's and the Heisman Trophy Trust, host and custodians of the Heisman Memorial Trophy®.

About Wendy's

The Wendy's Company (NASDAQ: WEN) is the world's third largest quick-service hamburger restaurant chain. The Wendy's system includes more than 6,500 restaurants in 29 countries and U.S. territories. For more information, visit www.wendys.com.

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