

## Wendy's and Snapchat Partner to Make a Difference through Selfies

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DUBLIN, Ohio, May 9, 2017 /PRNewswire/ -- Find your best angle because the selfie has been given a larger purpose. Now, selfie takers can unlock an exclusive Snapchat filter at Wendy's® to support children in foster care. This program is part of Wendy's continued support of the Dave Thomas Foundation for Adoption® (DTFA) in its mission to find forever homes for children in foster care.



Wendy's customers who purchase a beverage will find an exclusive Snapcode on their drink cups, which can be scanned to unlock a custom Snapchat filter to enhance the moment. Then they can use the special filter to send that photo or video to a friend or post it to their Snapchat Story. Thanks to contributions from Wendy's partners at Coca-Cola® and Dr Pepper®, each snap shared will translate into a \$5 donation to the DTFA up to \$500,000. By using this Snapcode, customers are not only posting a fun moment, but also spreading awareness around the needs of children in foster care.

Raising awareness for this cause is part of Wendy's deeply rooted commitment to family. This partnership with Snapchat, Coca-Cola and Dr Pepper, is one of the many initiatives that Wendy's supports to live out this commitment and place children into loving and permanent homes.

### About The Wendy's Company

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 30 countries and U.S. territories. For more information, visit [www.aboutwendys.com](http://www.aboutwendys.com).

### About 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 signature programs, foster care adoption awareness campaigns and innovative grant making. To learn more, visit [www.davethomasfoundation.org](http://www.davethomasfoundation.org), or call 1-800-ASK-DTFA.

### CONTACTS:

Frank Vamos, 614-764-8477, [frank.vamos@wendys.com](mailto:frank.vamos@wendys.com)  
Amy Baker, 918-289-7692, [amy.baker@ketchum.com](mailto:amy.baker@ketchum.com)

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