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BURGER KING McLAMORE(SM) FOUNDATION KICKS OFF FALL FUNDRAISING EFFORTS

The BURGER KINGSM Scholars Program

Turns French Fries, Onion Rings and Soft-Serve into Opportunity

MIAMI - September 30, 2013 - The BURGER KING McLAMORESM Foundation, the philanthropic arm of the BURGER KING® system today announced the beginning of its annual fall fundraiser.

Beginning on Monday, September 30, 2013 and continuing through October 31, 2013, for every \$1 donation made, BURGER KING® restaurant guests will receive a booklet containing three value-size classic French fry, or onion ring coupons and three value-size soft-serve cones, or cups. Available in participating restaurants nationwide, every 1,000 icons purchased helps fund a scholar. If you love fries, rings and soft-serve, you can help a deserving graduate embark on a college education. All proceeds of this in-restaurant fundraiser will benefit high school seniors all over the country.

Earlier this year, the Foundation awarded more than \$2.4 million in scholarships to deserving high school graduates in the U.S., Canada and Puerto Rico. Funds raised throughout this campaign will be awarded in May 2014.

"Supporting higher education for the next generation through the BURGER KINGSM Scholars program is a top priority for Burger King Corp." said Jill Granat, president, BURGER KING McLAMORESM Foundation. "We are excited to keep the momentum going this fall as we partner with our restaurants for the next phase of our fundraising efforts."

The BURGER KINGSM Scholars program is one of the premier programs of the BURGER KING McLAMORESM Foundation which is named in honor of the BURGER KING® brand's co-founder, James W. McLamore, whose commitment to philanthropy and education made him a pillar of community service throughout his lifetime. To date, more than \$20 million in scholarships have been awarded to high school seniors, BURGER KING® employees and their children across the U.S., Canada and Puerto Rico through the BURGER KINGSM Scholars program.

ABOUT THE BURGER KING McLAMORESM FOUNDATION

The BURGER KING McLAMORESM Foundation is a 501(C) (3) not-for-profit public charity, whose global effort is aimed at educating the world's youth. Inspired by BURGER KING® co-founder James W. McLamore, its mission is to make a positive impact by building brighter futures through education and providing hardship assistance to members of the BURGER KING® family. The BURGER KING McLAMORESM Foundation also partners with select charitable organizations worldwide that share its mission of advancing education. The BURGER KING McLAMORESM Foundation is an integral part of Burger King Worldwide's *BK Positive Steps*® corporate responsibility program. To learn more about the BURGER KING McLAMORESM Foundation, visit www.bkmclamorefoundation.org, follow us on [Facebook](#) or [Twitter](#), or call 305-378-3186.

ABOUT BURGER KING WORLDWIDE, INC.

Founded in 1954, BURGER KING® (NYSE: BKW) is the second largest fast food hamburger chain in the world. The original HOME OF THE WHOPPER®, the BURGER KING® system operates in over 13,000 locations serving more than 11 million guests daily in 89 countries and territories worldwide. Approximately 99 percent of BURGER KING® restaurants are owned and operated by independent franchisees, many of them family-owned operations that have been in business for decades. To learn more about Burger King Worldwide, please visit the company's website at www.bk.com or follow us on [Facebook](#) and [Twitter](#).

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