

# INVESTOR INFORMATION | Press Releases

June 26, 2014 - 12:30 PM EDT

## Burger King® Fundraising Efforts Generate Nearly Five Million Rand For Literacy Through The Burger King McLamore(SM) Foundation

**BURGER KING® FUNDRAISING EFFORTS GENERATE NEARLY FIVE MILLION RAND FOR LITERACY THROUGH THE *BURGER KING McLamore(SM)* FOUNDATION**

**Funds will benefit Foundation South Africa partner *Room to Read***

MIAMI - June 26, 2014 - Many more South African children will have access to libraries and books thanks to the generosity of the extended BURGER KING® family-employees, franchisees and guests-in the Europe, Middle East and Africa (EMEA) region.

Burger King Corporation (BKC) and BK® South Africa executives were in attendance Tuesday, at the BURGER KING® flagship restaurant in Cape Town, to present a \$485,403 (over ZAR 5 million) donation to the BURGER KING McLAMORE(SM) Foundation's South Africa partner, Room to Read. Along with support from BURGER KING® employees and franchisees in the region, guests across the U.K., Spain and Germany helped raise money throughout 2013 to benefit Room to Read and to fund libraries and publish local language books in Mpumalanga and Limpopo.

Jose Cil, president, Burger King Corporation, Europe, Middle East and Africa, explained the importance of the brand's commitment to education and the partnership between Room to Read and the BURGER KING McLAMORE(SM) Foundation in South Africa.

"Through our partnership with Room to Read, we are able to help children in Southern Africa learn to read and have an opportunity to continue their education," Mr. Cil said. "We began our partnership with Room to Read in late 2012 and, 18 months later, I'm extremely proud of the work we've done together so far - donating close to half a million dollars toward the establishment of 23 libraries and printing two book titles."

Mr. Cil was joined by Jaye Sinclair chief executive officer of BK® South Africa and Hassen Adams, chairman of BK® South Africa, as he presented the donation to Room to Read Literacy Director of South Africa Vanessa Francis.

"It is important for us to have a partner like Burger King as their investment helps us to bring literacy and the love of reading to thousands of children in South Africa," Ms. Francis said.

The BURGER KING McLAMORE(SM) Foundation partnered with Room to Read in 2012 to help promote literacy in South Africa. Since then, the Foundation has donated close to \$500,000 and helped fund 23 libraries and two local language books in South Africa. The Foundation has committed to give an additional \$500,000 to Room to Read in 2014, which will help establish four libraries in Zambia, construct two, three-room schools in Tanzania, and one local language publication and establish literate environments in four schools in South Africa.

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### **ABOUT THE BURGER KING McLAMORE(SM) FOUNDATION**

The BURGER KING McLAMORE(SM) Foundation is a 501(c) (3) not-for-profit public charity, whose global effort is aimed at supporting the advancement of education. Inspired by BURGER KING® co-founder James W. McLamore, its mission is to make a positive impact in communities where BURGER KING® restaurants operate by building brighter futures through education and providing emergency hardship assistance to members of the BURGER KING® family. The Foundation also partners with select charitable organizations worldwide that share its mission of advancing education. To learn more about the BURGER KING McLAMORE(SM) Foundation, visit [www.bkmcclamorefoundation.org](http://www.bkmcclamorefoundation.org), follow us on Facebook, Twitter and Instagram, or call 305-378-3186.

### **About Room to Read**

Room to Read is a global organization seeking to transform the lives of millions of children in the developing world by focusing on literacy and gender equality in education. Founded on the belief that World Change Starts with Educated Children, Room to Read works in collaboration with local communities, partner organizations and governments to develop literacy skills and a habit of reading among primary school children and to ensure girls have the skills and support needed to complete their secondary education. Since 2000, Room to Read has impacted the lives of nearly

support needed to complete their secondary education. Since 2009, Room to Read has impacted the lives of nearly nine million children in Asia and Africa and aims to reach 10 million children by 2015.

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*Source: Burger King Worldwide Inc via Globenewswire  
HUG#1804811*

Source: Thomson Reuters ONE (June 26, 2014 - 12:30 PM EDT)

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Last Update on November 04, 2010