

## INVESTOR INFORMATION | Press Releases

# Young Artist Juliana Asturias is Crowned Grand Prize Winner of BK CROWN™/MC Program's Design The Crown Contest

**Bristow, VA Fourth Grader Will Have Her Custom Crown Featured in BURGER KING® Restaurants Nationwide Beginning January 2013!**

MIAMI--(BUSINESS WIRE)--Oct. 15, 2012-- The **BK CROWN™/MC Program** is proud to name Juliana Asturias of Bristow, VA as the grand prize winner in the *BK CROWN™/MC Program's Design The Crown* contest! Juliana was one of more than 75,000 kids who entered this contest to design their own version of the iconic BURGER KING® crown in hopes of winning the grand prize that is truly fit for a queen! During the first two weeks of October, children ages 12 and under visited [BKCROWN.com](http://BKCROWN.com) to cast their vote for their favorite BK® Crown design finalist and Juliana was crowned the favorite. As grand prize winner, Juliana will have her custom crown featured in participating BURGER KING® restaurants nationwide beginning January 2013, while supplies last.

"We are thrilled to shine the spotlight on Juliana as the grand prize winner of the *BK CROWN™/MC Program Design The Crown* contest! The *Design The Crown* contest has been creating a buzz since it began in June and based on the amazing entries we received, it's clear that children nationwide let their imaginations run wild for this contest all summer long!" said Flavia Faugeres, executive vice president and global chief marketing officer, Burger King Worldwide (BKW). "Juliana's design showed creativity, originality and visual appeal and it truly deserves to be featured exclusively on BK® Crowns nationwide in January 2013!"

Juliana has won a once-in-a-lifetime grand prize, which includes round trip airfare and hotel accommodations for her and her family to the closest LEGOLAND® Park, two days free admission to LEGOLAND® model shop, as well as Merlin Annual Passes to all US Merlin Attractions for an entire year. And of course, beginning January 2013, Juliana's design will be featured exclusively on BK® Crowns nationwide.

### **ABOUT THE BK CROWN™/MC PROGRAM**

The BK CROWN™/MC Program established a fund to help support charities involved in improving education and protecting the environment and wildlife. By visiting [BKCrown.com](http://BKCrown.com), kids learn how Burger King Corporation's charitable partners make a difference, as well as finding games to play, prizes to win and enjoying interactive play. Upon entering BK CROWN™/MC Codes and clicking on their favorite cause, each kid's vote helps BK® choose which charity to give back to, including Wildlife Conservation Society, National Parks Conservation Association, DonorsChoose.org, and the BURGER KING McLAMORES Foundation. The BK CROWN™/MC Program also educates parents and children on the variety of Kids Meal menu options available to them, including hamburgers and chicken nuggets, as well as the option for Quaker® oatmeal, low-fat chocolate milk, fat free regular milk and apple slices.

### **ABOUT BURGER KING WORLDWIDE**

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 12,600 locations serving over 11 million guests daily in 86 countries and territories worldwide. Approximately 94 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](http://www.bk.com) or follow us on [Facebook](#) and [Twitter](#).

### **ABOUT MERLIN ENTERTAINMENTS**

MERLIN ENTERTAINMENTS is the leading name in location-based, family entertainment, and has seen the most successful and dynamic growth of any company in the sector over the last five years. Europe's Number 1 and the

world's second-largest visitor attraction operator, Merlin now operates more than 90 attractions, seven hotels/two holiday villages in 20 countries across four continents. The company aims to deliver memorable and rewarding experiences to its 46 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and more than 18,000 employees. Among Merlin's attractions are - SEA LIFE, Madame Tussauds, LEGOLAND, The EDF Energy London Eye, Dungeons, Gardaland, LEGOLAND Discovery Centers, Alton Towers Resort, Warwick Castle, THORPE PARK, Chessington World of Adventures Resort, Blackpool Tower, Heide Park, WILD LIFE Sydney, Sydney Tower Eye and SKYWALK, Siam Ocean World and Busan Aquarium. All brands which are distinctive, challenging and innovative - and which have great potential for growth in the future. Visit [www.merlinentertainments.biz](http://www.merlinentertainments.biz) for more information.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmq.cgi?eid=50440749&lang=en>

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