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Wendy's Delivers Nearly 1,300 Coats to Children in Need

GRAND RAPIDS, MI— Meritage Hospitality Group, one of the nation's largest Wendy's franchisees, announces the conclusion of their fifth annual "Coats for Combos" coat drive in four markets throughout the Midwest. Wendy's and partners, West Michigan Spartans, Duckett Enterprises, and Miller Johnson Attorneys, raised 1,287 coat donations between November 6 and 12. All new and gently used coats are to be donated to local schools and organizations by November 17.

"This has been by far our most successful year of this campaign," said Mike Baldwin, Director of Operations – North for Meritage Hospitality Group. "We more than doubled our goal of 600 coat donations through our 65 participating west Michigan, northern Michigan, Detroit, and Toledo restaurants."

Duckett Enterprises and the West Michigan Spartans are matching Meritage's goal of 600 coats with hat and glove donations.

"This spirit of giving and philanthropy is a direct reflection of the culture that continually drives Wendy's and our surrounding communities," said Baldwin. "We have our surrounding communities to thank for their benevolence. They are the reason that 1,287 children will stay warm this season."

Coats will be donated to the following schools:

- Sibley Elementary in Grand Rapids
- Comstock Elementary in Kalamazoo
- Glenside Elementary in Muskegon
- Kennedy Elementary in Manistee
- Cedar Springs Public Schools in Cedar Springs
- Cadillac Area Public Schools in Cadillac
- Traverse City Heights Elementary in Traverse City
- Reynolds Elementary in Toledo, OH.

Coats from Holland, MI restaurants will be donated to the Holland Rescue Mission. Detroit area restaurants will donate to The Salvation Army of Metro Detroit, which partners with schools in the surrounding area.

School rallies will take place on November 14 and November 16 at Sibley and Comstock Elementary schools. Former NFL player and MSU Alumnus, Todd Duckett, will be present at both rallies to speak to students about the importance of community and giving back. The rallies include coat donations, giveaways from Wendy's and a special appearance from MSU's own mascot, Sparty.

This successful campaign kicks off Wendy's of Michigan's annual "Change a Child's Life" campaign, which has raised over \$2.5 million for local charitable children's organizations and runs November 13 to December 31 at all west Michigan Wendy's restaurants.

For more information regarding Coats for Combos or Change a Child's Life, please contact Weston Persons, Brand Manager, at wpersons@mhgi.net. For more information about Wendy's, visit Wendys.com.

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