



Burger King: Franchisees to Launch VFW Unmet Needs Fundraising Campaign

THE ANNUAL FUNDRAISER ENTERS ITS EIGHTH CONSECUTIVE YEAR

Oct 30, 2014

KANSAS CITY, Mo. — The Veterans of Foreign Wars (VFW) Foundation is pleased to announce that for the eighth consecutive year, Burger King® Franchisees across the country will host a fundraiser to benefit the VFW Unmet Needs program during the month of November. Patrons of participating BURGER KING® Restaurants are encouraged to donate \$1 or more to the Unmet Needs program with the purchase of their meal. Through its annual fundraiser, Burger King® Franchises have contributed more than \$2.6 million to the program to date.

The Unmet Needs program assists service members and military families during times of financial hardship by providing financial grants to help with basic necessities like rent, mortgage and utility payments, vehicle repair, medical expenses and groceries/basic assistance. Since 2004, the program has provided approximately \$5 million to aid U.S. service members.

“BURGER KING® Franchisees want to ensure that America’s military service personnel and their families will never be forgotten in their time of financial crisis. The money contributed by our loyal customers helps military families make ends meet during these tough financial times. BURGER KING® Franchisees have pledged to be there for our military families until all needs are met,” said Mike DeRosa, a franchise owner, and spokesperson for the group.

“Participating BURGER KING® Franchise owners and their customers are incredible, patriotic Americans who truly understand the financial challenges that military service personnel and their families often experience. Through their commitment to this campaign, the morale of thousands of U.S. troops has been greatly boosted,” said VFW Foundation Manager Richard Freiburghouse. “Our brave heroes have often personally sacrificed so

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much for us all and we welcome the opportunity to do everything we can to provide them this vital assistance.”

A list of participating BURGER KING® Restaurants can be accessed here.