

# VFW Kicks Off Annual ThankBK Appreciation Week

## BURGER KING® franchisees have donated more than \$6.5 million in support of military families

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**KANSAS CITY, Mo.** – The Veterans of Foreign Wars (VFW) is proud to announce the more than 1.5 million VFW and VFW Auxiliary members will be out in force during the week of Flag Day, Monday, June 14, 2021, in an effort to show their support and appreciation for BURGER KING® franchisees as part of the VFW's fourth annual #ThankBK Appreciation event.

Since 2007, BURGER KING® franchisees and their customers have generously donated more than \$6.5 million to the VFW Unmet Needs program, providing vital financial assistance to military and veteran families who have fallen on hard times as a result of their service. Since the program's inception in 2004, Unmet Needs has awarded more than \$12 million in financial grants to nearly 11,000 service members, veterans and their families.

VFW members, and their families and friends are encouraged to safely dine in, drive-thru, order for pick up or delivery and say "thank you" to their local franchise owners, managers and BURGER KING® team members for their continued support of the veteran community.

The VFW is also encouraging VFW and VFW Auxiliary members to post about their visit to social media using #ThankBK. As an added incentive, members who participate will be entered into a drawing to win one of five \$1,000 Community Support Grants from the VFW Foundation. See [the VFW's #ThankBK Appreciation Week Facebook event page](#) for the drawing's full details and rules.

"The continued support and generosity that BURGER KING® franchisees and their customers show the VFW helps to ensure that service members and veterans don't have to go through tough financial times alone. Together, we're making sure they no longer have to decide between keeping up with monthly bills or putting food on the table," said VFW

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National Commander Hal Roesch.

Find a [BURGER KING® location](#) near you, or learn more about the [Unmet Needs program](#).