



# Burger King® Franchisees Launch Annual VFW Unmet Needs Fundraising Campaign

## Annual fundraiser enters its ninth consecutive year

Oct 30, 2015

**KANSAS CITY, Mo.** — The Veterans of Foreign Wars (VFW) Foundation is pleased to announce that, for the ninth consecutive year, participating franchisees of the BURGER KING® system will host a fundraiser to benefit the VFW Unmet Needs program. During the month of November, guests of participating BURGER KING® restaurants are encouraged to donate \$1 to the program.

The Unmet Needs program assists service members and military families during times of financial hardship. The program helps with basic life necessities like rent, mortgage and utility payments, vehicle repair, medical expenses, food and basic assistance. Since 2004, the Unmet Needs program has provided approximately \$5.3 million in aid. Through its annual fundraiser, BURGER KING® franchises have contributed more than \$3.2 million to the program to date.

“BURGER KING® franchisees are incredibly patriotic Americans. Moving into our ninth season of giving to the Unmet Needs campaign, the enthusiasm of my fellow franchise owners continues to grow,” said Mike DeRosa, BURGER KING® brand franchise owner. “BURGER KING® restaurant guests realize their donations actually make a difference and they have been extremely generous over the years,” he added.

“All too often, America’s service members, veterans and their families face incredibly difficult challenges and the VFW is dedicated to ensuring financial hardship doesn’t compound these issues,” said Richard Freiburghouse, VFW Foundation manager. “The support we receive from participating BURGER KING® restaurants and their loyal guests is crucial, and helps to ensure the Unmet Needs program continues to provide these brave men and women the support they need and deserve during life’s most difficult times.”

To find a participating BURGER KING® restaurant near you, [click here](#).

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**ABOUT THE BURGER KING® BRAND:** Founded in 1954, the BURGER KING® brand is the second largest fast food hamburger chain in the world. The original HOME OF THE WHOPPER®, the BURGER KING® system operates more than 14,000 locations in approximately 100 countries and U.S. territories. Almost 100 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. The BURGER KING® brand is owned by Restaurant Brands International Inc. (TSX,NYSE:QSR), one of the world's largest quick service restaurant companies with more than \$23 billion in system sales and over 19,000 restaurants. To learn more about the BURGER KING® brand, please visit the BURGER KING® brand website at [www.bk.com](http://www.bk.com) or follow us on [Facebook](#) and [Twitter](#).