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BURGER KING McLAMORE FOUNDATION KICKS OFF SPRING FUNDRAISING EFFORTS

The BURGER KINGSM Scholars Program Turns French Fries and Onion Rings into Opportunity

MIAMI - May 13, 2013 - The BURGER KING McLAMORESM Foundation, the philanthropic arm of Burger King Worldwide, Inc. (NYSE: BKW) today announced the kick-off of its 2013-2014 fundraising season with its annual Spring Fundraiser.

Beginning on May 15 and continuing through June 12, 2013, for each \$1 donation made, BURGER KING[®] restaurant guests will receive a graduation-themed paper icon containing two value-size French fry or onion ring coupons and the opportunity to "help make a scholar." Available in participating restaurants nationwide, every 1,000 icons purchased helps fund a scholar. If you love fries, rings or a combination of both, you can help a deserving graduate embark on a college education. All proceeds of this in-restaurant fundraiser will benefit high school seniors all over the country, as well as employees, their spouses/domestic partners and children in the BURGER KING[®] system.

The BURGER KINGSM Scholars program is one of the premier programs of the BURGER KING McLAMORESM Foundation which is named in honor of the BURGER KING[®] brand's co-founder, James W. McLamore, whose commitment to philanthropy and education made him a pillar of community service throughout his lifetime. To date, the BURGER KING McLAMORESM Foundation has awarded more than \$17 million in scholarships to high school seniors, BURGER KING[®] employees and their children across the U.S., Canada and Puerto Rico through the BURGER KINGSM Scholars program.

"One of the most rewarding initiatives we support every year is the Foundation's BURGER KINGSM Scholars program," says Christopher Ondrula, Chief Executive Officer of Heartland Food, LLC, the second largest BURGER KING[®] franchisee. "When we get letters from wonderful young adults in our community who tell us we are making it possible for them to be the first ones in their family to go to college, it's hard not to share in their pride of accomplishment."

ABOUT THE BURGER KING McLAMORESM FOUNDATION

The BURGER KING McLAMORESM Foundation is a 501(C) (3) not-for-profit public charity, whose global effort is aimed at supporting the advancement of education around the world. Inspired by BURGER KING[®] co-founder James W. McLamore, its mission is to make a positive impact in our communities by building brighter futures through education and providing hardship assistance to members of the BURGER KING[®] family. The BURGER KING McLAMORESM Foundation also partners with select charitable organizations worldwide that share its mission of advancing education. The BURGER KING McLAMORESM Foundation is an integral part of Burger King Worldwide's *BK Positive Steps*[®] corporate responsibility program. To learn more about the BURGER KING McLAMORESM Foundation, visit www.bkclamorefoundation.org, follow us on Facebook or Twitter, or call 305-378-3186.

ABOUT BURGER KING WORLDWIDE, INC.

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 13,000 locations serving more than 11 million guests daily in 88 countries and territories worldwide. Approximately 99 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 or follow us on Facebook and Twitter.

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