

## INVESTOR INFORMATION | Press Releases

# BURGER KING McLAMORESM Foundation Celebrates Graduation Month and Raises Funds in Support of Education

BURGER KING™ Scholars Program Helps Build Brighter Futures in the U.S., Canada, and

Puerto Rico by Granting Scholarships to Deserving Students

**MIAMI - May 14, 2012** - The BURGER KING McLAMORESM Foundation, formerly the HAVE IT YOUR WAY® Foundation, and the charitable arm of the BURGER KING® brand, announced the launch of its first-ever Spring Fundraiser in support of the BURGER KING™ Scholars program. Beginning May 14th, BURGER KING® restaurant guests can help make the college dreams of local students a reality by donating \$1 at participating locations in the U.S. Guests will receive a graduation-themed paper icon for their donation, which includes two coupons for free soft serve cups or cones. The Spring Fundraiser runs through June 10th and is one of the largest in-restaurant fundraising efforts hosted by the BURGER KING McLAMORESM Foundation in support of education. The coupons may be redeemed at participating restaurants across the U.S. through July 9, 2012.

"The BURGER KING™ Scholars program was created in memory of BURGER KING® co-founder James W. McLamore, who was a pillar in his community and believed in building brighter futures through support of education. His legacy continues to inspire the work of the BURGER KING McLAMORESM Foundation, and is the driving force behind the philanthropic efforts of Burger King Corp., its franchisees and vendors," said Andrea Tejada, executive director, BURGER KING McLAMORESM Foundation. "Through the Spring Fundraiser, we all have the opportunity to help support higher education for deserving students in the communities where we work and live, and bring McLamore's vision of building brighter futures to fruition."

The BURGER KING® system has long-supported education in the communities which it serves. Thanks to the collective efforts of its partners and supporters, the BURGER KING™ Scholars program has granted more than 17,000 scholarships—\$17.6 million—to deserving students since its inception in the year 2000. The first-ever Spring Fundraiser promotion is sponsored by Mars Foodservice USA.

In addition to \$1,000 awards, this year's program scholarship structure will also include four \$5,000 regional scholarships, one \$25,000 King Scholar award and three \$50,000 James W. McLamore WHOPPERTM Scholarship awards. Students may use scholarship funds for two- or four-year college degrees, as well as for accredited technical and vocational programs.

Current high school seniors, BURGER KING® employees and their children in the U.S., Canada and Puerto Rico may obtain more information on the BURGER KING™ Scholars program by visiting the Foundation's website at [www.bkmclamorefoundation.org](http://www.bkmclamorefoundation.org). Online applications will be accepted from November 15, 2012 through January 10, 2013. The 2013 scholarship recipients will be announced in May 2013.

### **ABOUT THE BURGER KING™ SCHOLARS PROGRAM**

The BURGER KING™ Scholars Program is the cornerstone of the BURGER KING McLAMORESM Foundation - a 501(C) (3) not-for-profit public charity, endeavoring to make a positive impact in the communities in which we work and live in collaboration with the extended BURGER KING® family. Created in memory of BURGER KING® co-founder James W. McLamore, the BURGER KING™ Scholars Program provides scholarships to high school students and BURGER KING® employees and their children that can be used to fund post-secondary education. The scholarships are made possible every year through the generous support of BURGER KING® restaurant guests, Burger King Corporation, vendor partnerships, the McLamore Family Foundation and, most importantly, through the fundraising efforts of BURGER KING® franchisees and the BURGER KING McLAMORESM Foundation. To learn more about the BURGER KING™ Scholars Program and the BURGER KING McLAMORESM Foundation, visit [www.bkmclamorefoundation.org](http://www.bkmclamorefoundation.org) or call (305) 378-3186.

### **ABOUT BURGER KING CORPORATION**

Founded in 1954, BURGER KING® is the second largest fast food hamburger chain in the world. The original HOME OF THE WHOPPER®, the BURGER KING® system operates more than 12,500 locations serving over 11 million guests daily in 82 countries and territories worldwide. Approximately 90 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. In October 2010, Burger King Corp. was purchased by 3G Capital, a multi-billion dollar, global investment firm focused on long-term value creation, with a particular emphasis on maximizing the potential of

brands and businesses. For more information on 3G Capital, please go to <http://3g-capital.com>. To learn more about Burger King Corp., please visit the company's website at [www.bk.com](http://www.bk.com) or follow us on [Facebook](#) and [Twitter](#).

-30-

**CONTACT:**

Michelle Miguez Burger King Corporation (305) 378-7277 [mediainquiries@whopper.com](mailto:mediainquiries@whopper.com)

Last Update on May 14, 2012