



**Big Brothers Big Sisters**

*Little Moments. Big Magic.™*

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FOR IMMEDIATE RELEASE

## **ARBY'S® AND BIG BROTHERS BIG SISTERS REACH OUT TO HELP LOCAL KIDS IN NEED**

*\$1 "Help Us Help Kids" Pin-Ups to Raise Money for Youth-Mentoring in Northwestern Wisconsin*

**Hudson, WI (May 28, 2008)** – Arby's is launching a national community fundraiser in Arby's restaurants throughout the country to raise money and awareness for youth-mentoring, and residents of Northwestern Wisconsin may use it to make a difference in their own local communities.

From May 26 through June 30, 2008, customers who visit the Arby's restaurant in Hudson (2401 Gateway Court, Hudson, WI) may donate \$1 and sign a "Help Us Help Kids" pin-up to hang on the wall of the restaurant. Money raised will support Big Brothers Big Sisters of Northwestern Wisconsin. Last year, Arby's raised more than \$1.6 million nationwide through its pin-up campaign.

"We are challenging all members of the St. Croix Valley community to reach out and lend a hand to our children by making a donation at their local Arby's," said Michel C. Tigan, Branch Director of Big Brothers Big Sisters of Northwestern Wisconsin's St. Croix Valley Branch. "This fundraiser is an important part of our agency's funding. Through a \$1 donation, Arby's and local residents unite to help transform the lives of young people in the St. Croix Valley."

"We've always believed in the power of giving back to the communities that we serve," said Greg Hawkins, Sr. Vice President of Community Partnerships, Arby's Restaurant Group, Inc. "Arby's is proud to support Big Brothers Big Sisters of Northwestern Wisconsin in their mission to serve children in need with one-to-one mentors."

### **About Arby's Restaurant Group, Inc.**

Arby's Restaurant Group, Inc. (ARG) is a subsidiary of Triarc Companies, Inc. (NYSE: TRY, TRY.B). ARG, based in Atlanta, is the franchisor of the Arby's restaurant system, which consists of approximately 3,700 restaurants worldwide, and is owner and operator of over 1,100 of those restaurants located in the United States. Founded in 1964, Arby's quick service restaurants specialize

in offering slow roasted and freshly sliced roast beef sandwiches as well as its Market Fresh® deli-style sandwiches, toasted subs, wraps and salads with the convenience of a drive-thru. Arby's offers guests a unique, great tasting alternative to traditional fast food with its one-of-a-kind menu items including the Beef 'n Cheddar, Curly Fries and Jamocha shakes. To learn more about Arby's, please visit [www.arbys.com](http://www.arbys.com).

**About Big Brothers Big Sisters**

Big Brothers Big Sisters of Northwestern Wisconsin currently serves five counties: Eau Claire, Chippewa, Dunn, Pierce and St. Croix. The largest youth mentoring organization in Western Wisconsin, the agency serves more than 600 children in one-to-one mentoring relationships annually. The organization's mission is to help children reach their potential through professionally supported, one-to-one relationships with measurable impact. Learn more at [www.bbbsnw.org](http://www.bbbsnw.org).

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