



For Immediate Release

Wisconsin Hospitality Group Applebee's Team Up with Children's Hospital to Help Save Lives During 2016 Apples for Kids Campaign

35 Wisconsin Applebee's look to exceed campaign totals from last year and raise \$89,000 in 2016

WAUKESHA, WI – JUNE 12th, 2016 – Wisconsin Hospitality Group, owner of 35 Wisconsin-area Applebee's restaurants, and the company's foundation, WHG Cares, are proud to team up with Children's Hospital of Wisconsin once again for their annual *Apples for Kids* campaign. This year's campaign will benefit Children's Hospital Foundation and one of the organization's programs, *Project ADAM*, a state-wide program that provides life-saving cardiac equipment and training to schools. . This will be the 16th year of cooperation between Wisconsin Hospitality Group and Children's Hospital of Wisconsin.

"We are thrilled to continue our efforts in partnership with Children's Hospital of Wisconsin," said Mark Dillon, CEO of Wisconsin Hospitality Group, "if it wasn't for the gifts from our generous guests, we wouldn't be able to make such a powerful difference in the lives of children, and this year, with our partnership with *Project ADAM*, we think we will be able to help more than ever on a local community level."

The *Apples for Kids* campaign will run from June 19th to July 17th. Guests at any of WHG's 35 Wisconsin-area Applebee's locations can purchase a paper heart for \$1 or a campaign t-shirt for \$14, with the net proceeds going to Project ADAM.

"Many of the programs and services at Children's Hospital of Wisconsin require community support. We are incredibly grateful to Wisconsin Hospitality Group, Applebee's and their generous patrons for the critical support provided to *Project Adam* through the *Apples for Kids* campaign," said Meg Brzyski Nelson, president of Children's Hospital of Wisconsin Foundation, "*Project Adam* is an innovative program that is literally saving lives, but would be at risk without strong financial support from the community."

Project ADAM began in 1999 after a series of sudden deaths among high school athletes in southeastern Wisconsin. Many of these deaths appear due to ventricular fibrillation, a condition in which the ventricles cannot pump blood into the body. The project helps schools in Wisconsin and across the nation implement programs to make automated external defibrillators (AEDs) available. The programs also aim to support schools in being prepared for a cardiac emergency through staff CPR and AED training, student CPR education, fundraising ideas and support and sudden cardiac arrest (SCA) awareness education for students, staff and families. The project also is involved in research and advocacy efforts. For more information, visit the website at chw.org/projectadam.

Wisconsin Hospitality Group, a local restaurant franchise group, and its two restaurant brands, Pizza Hut and Applebee's, through the generosity of its guests and the hard work and charitable efforts of its team members, have raised more than \$2.4 million for local charities in the past fifteen years. To learn more about our other fundraising campaigns, go to whgcares.org

Wisconsin Hospitality Group and its affiliates own and operate 108 restaurants across Wisconsin. WHG has grown in sales to become the largest Wisconsin-based food service franchise company in the state. Headquartered in Waukesha, WHG operates 35 Applebee's Grill & Bar restaurants and 73 Pizza Hut Restaurants, all committed to guest satisfaction and community support.

MEDIA CONTACTS:

Denise Harris

Director of Marketing

Wisconsin Hospitality Group

Denise.harris@whgroup.com

414-266-7876