



FOR IMMEDIATE RELEASE:

***APPLES FOR A CURE* CAMPAIGN RAISES MONEY FOR BREAST CANCER GENETICS RESEARCH AND THE ADVANCEMENT OF PROVIDING QUALITY CARE**

Wisconsin Applebee's look to exceed campaign totals from last year and raise \$42,550 in 2016.

WAUKESHA, September 26, 2016 – Wisconsin Hospitality Group and its 35 Wisconsin-based Applebee's restaurants are proud to partner with ProHealth Care for the *Apples For A Cure* breast cancer fundraising campaign. The company is targeted to raise \$350,000 in five years through the sales of food and drink items as well as through the sales of campaign ribbons and glassware during the month of October each year. Through a charity partnership with ProHealth Care, 100% of net proceeds will be utilized for a designated cancer genetics research project and for the development of new state-of-the-art breast imaging services.

During the month of October, WHG's Applebee's restaurants will be offering dine-in-only food and drink options including the Apples For A Cure Classic Combo, Strawberry Lime Margarita, and a Strawberry Quencher. Donations can also be made with the purchase of ribbon icons starting at a \$1, commemorative tumblers for \$5 and commemorative martini or pint glasses for \$3.

Mark Dillon, CEO and president of WHG, originally launched this campaign because of the impact that breast cancer has had on his family and hopes that, through his 35 Applebee's restaurants, the company can raise funds to support advancements in research and early detection.

"Breast cancer has had a major impact on our family," explains Dillon. "The donations that we collect will go to early detection and breast cancer care at a new ProHealth Care center in the Waukesha area as well as to a genetics research project with City of Hope. We ask all our friends, family and Applebee's customers to help raise funds through this effort. This is something that is near and dear to our hearts and donations are greatly appreciated."

Apples For A Cure fundraising support will continue to support breast screening and prevention. The ProHealth Care center utilizes the latest screening technologies including 3D mammography and is dedicated to finding cancers in their smallest, most manageable stages in order to treat patients with the highest success rate and outcomes.

Funds will also support the ProHealth Care collaborative molecular genetics study with City of Hope, which is designed to gain insights on how genetic mutations may contribute to the development of specific breast cancers and other cancers. The study focuses on clinical research with more than 100 volunteer participants and is limited to individuals diagnosed with cancer and/or their relatives. The clinical study allows researchers to gain insights and answers about the connections between heredity and cancer. Participant blood samples are analyzed and stored in a confidential cancer research registry.

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"Community support for a project like this is invaluable and without this type of funding a project like this would never happen," said Roelke. "The Wisconsin Hospitality Group donations will go to the breast imaging center to help provide a cutting edge technology, including 3D mammography, as well as a healing environment for our patients. The WHG dollars will go toward one of our research programs, in particular genetics research. We have 100 patients enrolled in the program, 87% of which have breast cancer or a family history and these campaign dollars will go toward helping find better way to diagnose those patients with breast cancer and helping them get treated and cured."

Throughout the last 15 years, WHG and its two restaurant brands, Pizza Hut and Applebee's, have raised and donated more than \$2.4 million for local charities. To learn more about our other fundraising campaigns, go to whgcares.org

"Wisconsin Hospitality Group and our employees believe in philanthropy, volunteerism, and community involvement and through our corporate commitment to charities we hope to make a difference and to give back," Dillon said. "Now, we are proud to have to opportunity to provide funding and support for breast cancer care and research through the ProHealth Care Foundation."

ProHealth Care is a community-based health care system that offers a full range of services, from fitness and wellness services to primary care and specialty care, hospital care, rehabilitation care, home and hospice care — and more. They're dedicated to serving residents of Waukesha County and surrounding areas with the highest quality care to promote a healthier community. The ProHealth Care Foundation was formed in 2012 to merge all ProHealth Care fundraising efforts and provides funding for health and wellness development and research projects as well as other community outreach efforts.

Wisconsin Hospitality Group owns and operates 108 restaurants across Wisconsin. WHG has grown in sales to become the largest 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.

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