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**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 2016 campaign total and raise \$60,450 in 2017

WAUKESHA, October 19, 2017 – Wisconsin Hospitality Group and its 33 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 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 at WHG's Applebee's restaurants, guests can donate to the cause with the purchase of ribbon icons in increments of \$1, \$5, \$10, \$20 or \$25 or commemorative tumblers for \$5 while supplies last. Of course guests who are able and moved to give more are encouraged to do so!

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 33 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. Participant blood samples are analyzed and stored in a confidential cancer research registry.

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.

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Wisconsin Hospitality Group owns and operates more than 100 restaurants across Wisconsin, including Pizza Huts and Applebee's Grill & Bar restaurants, all committed to guest satisfaction and community support. WHG owns and operates the Applebee's restaurants in the following Wisconsin cities: Appleton, Ashwaubenon, Beaver Dam, Delafield, Eau Claire, Fond du Lac, Glendale, Green Bay, Greendale, Kenosha, Madison, Manitowoc, Marinette, Marshfield, Menomonee Falls, Milwaukee, Neenah, New Berlin, Oak Creek, Onalaska, Oshkosh, Pewaukee, Racine, Sheboygan, Stevens Point, Wausau, Wauwatosa, West Allis, West Bend, Wisconsin Dells, and Wisconsin Rapids.

The company has a long history of giving back to the communities it is located in. In 2015 they established a non-profit foundation, WHG Cares, and throughout the last 18 years, WHG has been able to donate more than \$2.9 million in combined gifts to local charities including Children's Hospital, ProHealth Care, World Hunger Relief, Honor Flight and One Heartland. These donations were made possible by both the generosity of guests and the hard work of all WHG team members.

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