



**THE
LITERACY
PROJECT**

Wisconsin Hospitality Group, 72 Wisconsin Pizza Huts raise more than \$23,000 to support First Book's, The Literacy Project

Project mission, to transform lives by enabling access to educational resources, empowering teachers and inspiring readers in local communities

WAUKESHA, WI – MAY 1 2018 - Wisconsin Hospitality Group, LLC (WHG), its 72 Wisconsin Pizza Huts, and the company's charitable foundation, WHG Cares, raised \$23,908 during their 2018 *Literacy Project*, which ran February 26th through April 22nd. The proceeds go to support five local beneficiaries under First Book, a nonprofit organization that provides new books and educational resources to children in need.

"Wisconsin Hospitality Group and Pizza Hut have always been dedicated to improving the lives of children in the local communities we serve," said Mark Dillon, President and CEO of Pizza Hut Hospitality Group. "And we are thrilled to be able to give back to organizations like First Book that work so hard to provide our local children with critical learning resources in nearby under deserving communities."

Pizza Hut was proud to partner with five local beneficiaries; MCCDA Head Start, Jefferson County Head Start, COA Youth & Family Centers, Green Street Head Start Center, and the Community Early Learning Center, CELC that are all programs aligned with Head Start, a program of the United States Department of Health and Human Services that provides comprehensive early childhood education, health, nutrition, and parent involvement services to low-income children and their families.

Pizza Huts 2018 campaign provided credits in the amount of \$4,781 to each of their five beneficiaries to an online catalog, First Book Market Place. First Book Market Place houses thousands of low-cost books and educational resources inclusive of school supplies, and digital learning tools such as laptops and e-readers. The online market also has basic needs items like winter coats, dental care, and blankets.

Mary Ann Wieland the Director of the Jefferson County Head Start program stated, "I can't thank Pizza Hut enough for reaching out to our program and for working so hard to raise such an incredible amount of funding! Thank you again, lucky us to be in the company of such a wonderful community partner!"

"The MCCDA would like to thank Wisconsin Hospitality Group for including us in their 2018 campaign," Nicole Guthrie, Director of Education Services/Associate Head Start Director says, "There are just so many wonderful items that First Books has that will really benefit our families, children and staff."

First Book is an award-winning, nonprofit social enterprise that provides new books, learning materials and essentials to children in need. First Book has distributed more than 150 million books and educational resources to programs and schools serving children from low-income families throughout the United States and Canada. First Book's membership of more than 275,000 teachers and program leaders is the largest and fastest growing network of educators exclusively serving children from low-income families. By making new, high-quality books and essentials available to them on an ongoing basis, First Book is transforming lives, so that every child can have equal access to a quality education. Eligible educators, librarians, program leaders, and others serving children in need can sign up at firstbook.org/register. For more information, please visit firstbook.org or follow the latest news on Facebook and Twitter.

Wisconsin Hospitality Group, a local Wisconsin based 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 \$3 million for local charities in the past 19 years. To learn more about our other fundraising campaigns, go to whgcares.org

The company has established a non-profit foundation, WHG Cares, to centralize all of the company's fundraising efforts and to provide opportunities for tax deductible donations. During all of WHG's campaigns, the company stays committed to keeping costs down and to providing 100% of the campaign net proceeds to its charitable partners.

Wisconsin Hospitality Group and its affiliates own and operate over 100 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 33 Applebee's Grill & Bar restaurants and 72 Pizza Hut Restaurants, all committed to guest satisfaction and community support.

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