



Carrie Emch, Development Officer
Northeast Ohio office
1422 Euclid Avenue, Suite 239
Cleveland, Ohio 44115
888-272-WISH
216-241-3670



Kira Peavley
Neighborhood Marketing Specialist
(216) 525-2748

APPLEBEE'S KICKS OFF COUPONS FOR A CAUSE CAMPAIGN

Northern Ohio Restaurants Sell Coupon Books to Benefit Make-A-Wish Foundation®

(CLEVELAND, OH) On Monday, October 5, participating northeast Ohio Applebee's® will launch its *Coupons for a Cause* campaign to benefit the Make-A-Wish Foundation® of Greater Ohio, Kentucky and Indiana, Northeast Ohio Region.

For more than three years Apple American Group LLC, the owner/operator of 38 Northern Ohio Applebee's locations, has been a strong supporter of the Make-A-Wish Foundation, Northeast Ohio Region. Each year the employees in every one of the 38 Northern Ohio Applebee's raise funds to help grant the wishes of local children. To date Northern Ohio communities have helped raise nearly \$300,000 granting **38 local wishes** or one wish per Applebee's!

This annual fundraiser helps The Make-A-Wish Foundation continue to grant the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy.

The Make-A-Wish Foundation of Greater Ohio, Kentucky & Indiana grants approximately 150 wishes each year to deserving children living in Northeast Ohio. Wish requests range from meeting a professional athlete to meeting Mickey Mouse!

Caleb has been selected as the honorary wish child for this special fundraising campaign. Like many four-year-old boys, Caleb likes to play sports and watch Animal Planet; his favorite movie is Madagascar. He also likes playing basketball and watching the Cleveland Cavaliers! He has been fighting a brave battle against clear cell sarcoma kidney, a malignant tumor on the kidney which causes fatigue and severe pain. Caleb dreams of a magical escape to meet Shamu, SeaWorld's iconic killer whale.

Caleb is excited to take a break from doctor's appointments and treatments to enjoy a magical vacation at SeaWorld and *Walt Disney World Resort®* with his family!

-more-

To raise funds guests can purchase a \$5.00 coupon book (a \$25 value); 100 percent of the purchase price from every coupon book will benefit the Make-A-Wish Foundation. The funds raised will help grant local children's wishes.

Applebee's goal is to raise \$100,000 during this month-long event to grant the wishes of 16 children here in Northern Ohio!

Apple American Group LLC owns and operates approximately 174 Applebee's restaurants in California, Delaware, Indiana, New Jersey, Ohio, Pennsylvania, Nevada, Washington and West Virginia. Apple American Group is the top franchise developer in the Applebee's® system with average growth of over 10% per year. With over 10,000 employees Apple American Group is the largest franchisee in the Applebee's® system, and is one of the 10 largest franchisees of any concept in the world.

About Applebee's: Applebee's International, Inc., headquartered in Overland Park, Kan., develops, franchises and operates restaurants under the Applebee's Neighborhood Grill & Bar brand, the largest casual dining concept in the world. Currently, there are more than 1,600 Applebee's restaurants operating system-wide in 49 states and nine international countries. Additional information on Applebee's International can be found at the company's website, www.applebees.com.

About the Make-A-Wish Foundation®

The Make-A-Wish Foundation® grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. The Make-A-Wish Foundation of Greater Ohio, Kentucky and Indiana, Northeast Ohio Region fulfilled the individual wishes of 2,162 local children since the Northeast Ohio Region was founded in 1983. Currently, we have more than 181 pending wishes. You can help *share the power of a wish*® by contributing financially, donating frequent flyer miles, adopting a wish or remembering the Make-A-Wish Foundation in your planned giving by calling (888) 272-9474. For more information, visit our web site at www.makeawishohio.org.

###