



## NEWS RELEASE

### FOR IMMEDIATE RELEASE

Date: Oct. 31, 2017

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### **Free tacos, pancakes from participating Taco Bells, IHOPs for those who donate to Armed Forces Families Foundation Nov. 1-21**

*100 percent of every dollar raised goes toward projects to help those who protect our Freedom.*

*\*\*\*Members of the media interested in interviewing someone from the Armed Forces Families Foundation on this subject should contact James Judge at 813.279.8335 or by email at [jjjudge@judgepr.com](mailto:jjjudge@judgepr.com).\*\*\**

TAMPA, Fla. – On Wednesday, participating [Taco Bell](#) and [IHOP](#) restaurant locations throughout the southeastern U.S. are scheduled to kick off their annual fundraising campaign to support the [Armed Forces Families Foundation](#), a 501(c)(3) non-profit organization dedicated to helping military families.

Nearly [400 corporate and franchise Taco Bell and IHOP locations](#) are planning to participate in this year's annual fundraising drive, which begins Nov. 1 and lasts through Nov. 21.

"We're excited to kick off this annual fundraiser and so thankful for our partner Taco Bell and IHOP locations," said John Wright, a member of the board at AFFF. "We're also happy to announce that we recently achieved a major milestone. Since forming 10 years ago, the Armed Forces Families Foundation, has raised and given back more than \$2 million towards projects benefiting military members, veterans and their families, and it wouldn't have been possible without this support."

Diners at participating Taco Bell and IHOP locations wishing to support military families may do so by purchasing a paper icon for \$1 or more. At IHOP, donors will receive a coupon for a free stack of three buttermilk pancakes, while at Taco Bell, donors will receive a coupon for a free soft or crunchy original seasoned beef taco. The coupons are good for the donor's next visit and are available while supplies last.

AFFF is unique in that it provides 100 percent of the funds raised to the development of permanent or semi-permanent infrastructure [projects to help military families](#). With no overhead, AFFF is entirely comprised of volunteers giving donors the confidence that all of their contribution will be used to support projects, which help military families.

"We're very fortunate to have a single private donor that funds all of the administrative costs, so literally every penny of every dollar raised goes directly to projects in the local community," said Wright. "More

than anything, we're thankful for our Army, Air Force, Coast Guard, Marine Corps and Navy servicemembers, veterans and their families. The sacrifices they make and have made are forever cherished."

Recent AFFF projects include:

- \$26,282 for the purchase of supplies and additional renovation costs for a new USO at Naval Air Station Corry
- \$35,933.84 in funding for the creation of a new USO center and family care facility at Coast Guard Training Center Yorktown
- \$31,978 for the construction of an event pavilion at the Asheville, N.C. VA hospital
- \$14,994 purchase of 25 new HP ProBook computers and needed materials for Fort Gordon's Freedom Park School in Georgia
- \$26,282 to upgrade entertainment systems within the USO Naval Air Station Pensacola in Florida
- \$46,000 to install a new playground, accessible to over 300 families stationed on MacDill Airforce Base in Tampa, Florida

Funds raised through this campaign will stay in the local region where they were raised and will help local projects that support the families of those serving in military. For a list of participating locations, click here **(ADD LINK)**.

#### **About Armed Forces Families Foundation:**

The Armed Forces Families Foundation, together with participating Taco Bell and IHOP restaurants, are proud supporters of America's Armed Forces and their families. The Armed Forces Families Foundation with its Taco Bell and IHOP partners have raised over \$2 million. 100 percent of every dollar raised goes toward projects to help those who protect our Freedom. For more information, please visit

<http://www.armedforcesfamilies.org/>

#### **About Taco Bell**

Taco Bell Corp., a subsidiary of Yum! Brands, Inc. (NYSE: YUM), is the nation's leading Mexican-inspired quick service restaurant (QSR) brand. From breakfast to late night, Taco Bell serves made-to-order and customizable tacos and burritos, among other craveable choices, and is the first QSR restaurant to offer American Vegetarian Association (AVA)-certified menu items. Taco Bell and its more than 350 franchise organizations proudly serve over 42 million customers each week through 7,000 restaurants across the nation, as well as through its mobile, desktop and delivery ordering services. Overseas, Taco Bell has over 250 restaurants, with plans to add 2,000 more restaurants internationally within the next decade. The brand encourages its fans to "Live Mas" and connects with them through sports, gaming and new music via its Feed The Beat® music program. Taco Bell also provides education opportunities and serves the community through its nonprofit organization, the Taco Bell® Foundation™, and connects fans with their passions through programs such as the Live Mas Scholarship program. In 2016, Taco Bell was named as one of Fast Company's Top 10 Most Innovative Companies in the World.

#### **About International House of Pancakes**

For nearly 60 years, IHOP has been a leader, innovator and expert in all things breakfast, any time of day. The chain offers 65 different signature, fresh, made-to-order breakfast options, a wide selection of popular lunch and dinner items as well as meals under 600 calories. IHOP restaurants offer guests an affordable, everyday dining experience with warm and friendly service. Today, there are more than

1,700 IHOP restaurants around the world, including restaurants in all 50 states and the District of Columbia, Puerto Rico and Guam as well as Canada, Mexico, Guatemala, the Kingdom of Saudi Arabia, Kuwait, the United Arab Emirates, Bahrain, Qatar and The Philippines. IHOP restaurants are franchised and operated by Glendale, Calif.-based DineEquity, Inc. (NYSE: DIN) and its affiliates.