



NEWS RELEASE

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Raising Cane's Presents \$75,000 Donation to Lemonade Day Youth Entrepreneurship Program Generated through National Fundraiser

DALLAS and HOUSTON, Texas (Aug. 7, 2018) – [Raising Cane's Chicken Fingers](#), the Louisiana-based restaurant company known for its ONE LOVE® quality chicken finger meals, turned lemonade into cash for a worthy cause. With the enthusiastic participation of Raising Cane's crew members working in over 370 locations in 23 states on April 10 of this year, this entrepreneurial restaurant chain and its loyal, lemonade-loving customers raised \$75,000 for Lemonade Day.

Raising Cane's Founder and Chief Executive Officer Todd Graves, alongside the company's restaurant support office team, presented the donation check to Lemonade Day National President Steven Gordon in Dallas recently. Graves helped to bring Lemonade Day to Louisiana in 2011. Since then, Raising Cane's restaurant operators and crewmembers have been actively involved in supporting and promoting Lemonade Day. Graves and Raising Cane's have been supporters of Lemonade Day for more than eight years. Graves was co-founder of Lemonade Day Louisiana in his home state, which to date has had nearly 100,000 kids participate. Since that time, Raising Cane's has partnered with several Lemonade Day programs in cities across the country. Earlier this year, Raising Cane's announced a national partnership with Lemonade Day to help grow participation and bring Lemonade Day to communities in which it had never been before by providing kids easy access to Lemonade Day's digital workbooks, made possible through this unique partnership.

Lemonade Day, a national non-profit youth entrepreneurship program, teaches kids skills that will serve them for life through the experience of starting their own lemonade business. Kids can register for free to participate in Lemonade Day with support from an adult mentor. Lemonade Day entrepreneurs are encouraged to spend some, save some and share some of their lemonade business profits with a cause that matters to them after paying back their investor. Lemonade Day is more than one day in one place — the 2018 "Lemonade Season" started in April and continues through late summer in the United States and Canada. Lemonade Day has a goal of expanding to 84 licensed markets in 2019, with a five-year goal of securing 250,000 mentors to support young lemonade business owners in 200 licensed markets in North America by 2023.

Raising Cane's restaurants donated \$1 for every lemonade drink purchased on April 10. The company also placed a mini lemonade stand in participating restaurants with marketing materials about the Lemonade Day fundraiser and prepared an information flyer with instructions for customers to go online and register youth for free to participate in Lemonade Day to give them a taste of the sweet success that comes with owning their own business.

"During the eight years that we have been involved with Lemonade Day, we've seen firsthand how effective this program is in introducing kids to business and entrepreneurship, and I always liked that the program teaches kids to also give back to their communities," said Graves. "I am thrilled that Cane's is now a national partner and can support Lemonade Day's great work in teaching tomorrow's leaders about financial literacy, youth entrepreneurship and so much more."

Graves's entrepreneurial journey started with operating a lemonade stand in his front yard in Baton Rouge. Now, 35 years later, Graves sells lemonade at more than 380 Raising Cane's restaurants around the world. Creating the opportunity for other kids to be inspired by business and igniting a desire to run and own a business is exactly why he is so passionate about Lemonade Day.

"Raising Cane's is a perfect match for Lemonade Day on many levels. I want to sincerely thank Todd Graves and his entire team and all the 'Caniacs' for supporting Lemonade Day and our mission to equip kids today with skills they can apply in their own careers and business ventures. With this tremendous support and commitment from entrepreneurs like Todd and his entire Raising Cane's organization, Lemonade Day is well-equipped to continue making a positive difference for kids," Gordon commented.

Gordon noted that he is especially thankful to Megan Hernandez, brand manager with Raising Cane's Chicken Fingers. Gordon credited Hernandez for being instrumental in organizing this inaugural fundraiser with Lemonade Day.

"Raising Cane's is looking forward to continuing this partnership with Lemonade Day. Our Raising Cane's crew members enjoy being part of such an amazing program that teaches kids important business and life skills. We are excited to expand on the success of the 2018 program and are looking forward to helping kids across the country learn about and participate in Lemonade Day in 2019!" Hernandez said.

Please visit <https://lemonadeday.org/find-your-city> for a list of Lemonade Day host cities, towns, and military bases. Please follow this link for photos for the Lemonade Day/Raising Cane's check presentation event: <https://lemonadeday.app.box.com/s/es3bgmohskdpx09aauwz6dxoay038mzd>.

ABOUT LEMONADE DAY

Founded in Houston in 2007 by entrepreneur Michael Holthouse and his wife, Lisa, Lemonade Day is a non-profit organization dedicated to teaching every child across North America important business and financial skills that are the key ingredients of entrepreneurship. By learning these skills early in life, children will be better prepared to be successful, financially healthy adults. Through the fun, hands-on Lemonade Day program, kids of kindergarten through fifth grade age are empowered to start their own business — a lemonade stand — and experience earning money, using 100 percent of their profits to spend, save and share based on their own goals.

Lemonade Day has expanded to 72 licensed markets in the United States and Canada and to six U.S. military bases and growing. More than one million children and thousands of adult mentors have participated in Lemonade Day since 2007. Adults can register a child to participate in Lemonade Day and give them a taste of the sweet success that comes with owning their own business. For more information, visit lemonadeday.org/find-your-city.

ABOUT RAISING CANE'S®

Raising Cane's is known for its always fresh, never ever frozen® chicken fingers, its "craveable" — some say addictive — secret recipe Cane's sauce, crinkle-cut fries, coleslaw, Texas toast, freshly brewed sweet tea and fresh-squeezed lemonade.

Founded by Todd Graves in 1996 and named for his yellow Labrador, Raising Cane, the rapidly growing company was named 2017's fastest-growing chain by Nation's Restaurant News, and earned the distinction of being among the Top 3 quick service restaurant chains in the nation for 2017, according to the authoritative Sandelman & Associates Quick-Track study, based on food quality, customer service, cleanliness and other important factors.

Raising Cane's has more than 380 restaurants in 24 states, Bahrain, Kuwait, Lebanon, Saudi Arabia and the United Arab Emirates with multiple new restaurants under construction. The company has ONE LOVE® — quality chicken finger meals — and is continually recognized for its unique business model and customer satisfaction. Raising Cane's vision is to have restaurants all over the world and be the brand for quality chicken finger meals, a great Crew, cool culture and active community involvement. For more information, please visit raisingcanes.com.