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Local Culver's Restaurants Give Back To Colorado Springs Area

American Red Cross Pikes Peak Chapter to Benefit From 10-Percent of Sales Donation Happening in Culver's of Colorado Springs

Colorado Springs, CO. September 10, 2007 – In conjunction with National Preparedness Month, two Colorado Springs franchises are among the Culver's® restaurants in 16 states that are donating 10-percent of sales on Wednesday, Sept. 12 to the participating local American Red Cross® chapters. The effort is part of a system-wide 'Day of Giving' fund-raising event. In addition, guests will also be able to give personal donations in collection canisters. Culver's estimates the one-day event will raise a combined \$150,000 for Red Cross chapters where Culver's restaurants are located. Colorado Springs stores can be found at:

2925 New Center Point (Powers and Constitution)
1140 Lake Plaza Dr (Lake Ave. and Venetucci Blvd.)

As we remember the September 11, 2001 attacks and the devastating 2005 Hurricane Season, only 7% of Americans have prepared for a disaster. The Culver's "Day of Giving" is being held during National Preparedness Month to remind guests about the importance of being prepared for an emergency, and all that the Red Cross does to aid the Pikes Peak Region during a local emergency or disaster. Each year, the chapter's volunteers respond to more than 60 local disasters in our community - offering shelter, clothing, food, and other supplies to those in crisis. Already in 2007, more than 600 men, women, and children have been helped by local Red Cross volunteers after a disaster, and another 2,000 people have been provided information and training about how to prepare. Visitors to the restaurants will also be able to pick-up brochures about how they can prepare their families for disasters.

"Culver's and our franchise partners are proud to be holding this event for the American Red Cross to support the emergency preparedness and disaster relief efforts they undertake every day right in our very own neighborhoods," explains Lea Culver, Culver's co-founder and a Red Cross volunteer. "After a

fire, tornado or other emergency, the Red Cross can always be counted on to help get our neighbors back on their feet. Giving to our neighbors in need is a core value for our locally owned and operated restaurants, so we expect our Day of Giving will help make certain these essential services continue.”

About National Preparedness Month

National Preparedness Month is a nationwide effort to encourage Americans to take simple steps to prepare for emergencies in their homes, businesses, and schools. Throughout September, local communities are being encouraged to focus on the importance of emergency preparedness and to take the necessary steps to get ready. Simple steps such as preparing an emergency supply kit, making a family emergency plan, and being informed about local threats to the community are precautions everyone should take.

About Culver's Restaurants

Culver's restaurants are independently owned and operated in more than 360 locations in 16 states. With new restaurants opening by 2008 in Arizona, and plans to expand into Arkansas and Tennessee, guests will be able to enjoy their Culver's favorites in 19 states across the nation. The owner/operator concept has been a cornerstone of growth for Culver's since the first location opened in Sauk City, Wis., on July 18, 1984. Culver's invests deeply in partnerships and programs, including its VIP scholarship program, Culver's Cares™ charitable program and countless other franchise-driven local efforts. The American Red Cross became a partner in 2007 and since then a number of local, regional and system-wide programs raised funds and awareness for their efforts. Culver's is the recipient of numerous awards, including top honors in the 2007 *Restaurants & Institutions*® Consumers' Choice in Chains burger category, IFMA Silver Plate Award and a coveted “Best In Category – Food” rating, placing Culver's among the Top 50 of more than 300 franchise opportunities nationwide as reviewed by Franchise Business Review. For more information on Culver's locations, franchise opportunities, promotional programs, menu selections and other areas of interest, visit www.culvers.com.

About the American Red Cross

The American Red Cross helps people prevent, prepare for and respond to emergencies. Last year, almost a million volunteers and 35,000 employees helped victims of almost 75,000 disasters; taught lifesaving skills to millions; and helped U.S. service members separated from their families stay connected. An average of 91 cents of every dollar the Red Cross spends is invested in humanitarian services and programs. The Red Cross is not a government agency; it relies on donations of time, money, and blood to do its work. For more information on Red Cross programs and services, visit www.redcross.org.

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