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## **MAID RITE MAKES HOLIDAYS RIGHT FOR BOYS & GIRLS CLUB KIDS**

*Stores offer opportunity to donate food and clothing*

**DES MOINES**, November 23, 2011— Thanks to the generosity of Maid Rite and its patrons, members of the Boys & Girls Clubs of Central Iowa will receive an extra helping hand this holiday season.

In an effort to make sure every Club kid and teen has warm winter clothing and supplemental food this winter, select Maid Rite stores are providing customers with an easy way to give back in a big way.

From November 25 to December 24, guests can donate new, winter weather items such as coats or boots, or bring in non-perishable food items to benefit the youth in central Iowa who might otherwise go cold or hungry during this heightened time of need.

“We see so many young people outside without the proper attire this time of year, and hunger continues to be a severe problem,” said Jodie Warth, chief professional officer for Boys & Girls Clubs of Central Iowa. “We’re thrilled that Maid Rite is taking on these challenges to help keep kids warm and properly fed.”

During this time, participating Maid Rite stores will also donate 5 percent of the revenue from customers who donate an item to Boys & Girls Clubs of Central Iowa. Maid-Rite restaurants in the metro are participating.

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Tania Burt, executive vice president of Maid-Rite Corporation says she has been touched the tremendous need of young people right here in our community.

“We hear about these kids and know that our customers will want to help us make a difference in the lives of the Boys & Girls Club members,” she said.

In addition to food and clothing needs for Club members, BGCCI is also asking for financial contributions this holiday season. Those interested in giving a monetary gift can visit [www.bgcci.org](http://www.bgcci.org).

### **About Boys & Girls Clubs of Central Iowa**

Boys & Girls Clubs of Central Iowa consists of three Des Moines facilities that serve 2,300 youth through Club membership and community outreach. With a mission to inspire and enable all young people, especially those who need it most, to be productive, caring and responsible citizens; the Boys & Girls Clubs of Central Iowa provide members with research-based, out-of-school programs on a daily basis for children 5-19 years old. All Boys & Girls Clubs programs are based on a youth development strategy that builds self-confidence and self-esteem, and fosters a sense a belonging, competence, usefulness and influence.

### **About Maid Rite**

Maid-Rite is one of America’s first quick service casual dining franchise restaurants since we first opened in 1926. We were ahead of our time when we developed one of the first drive-up, walk-up windows for customer convenience. Our philosophy of doing whatever it takes for our customer’s satisfaction in serving great tasting made to order food at an affordable price in a friendly environment of hometown hospitality has always been the cornerstone of Maid-Rite’s customer service philosophy.

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