



"Fundraiser" Release

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Contact: Sally Powers
248-410-3165

Culver's of Clarkston to "Scoop for Hearts!" August 28

(Clarkston, Michigan)... Philanthropy probably never tasted this good: Simply enjoy a scoop of frozen custard—or any other Culver's menu item—on Saturday, August 28th and you'll be supporting the first annual "Scoop for Hearts!" fundraising event. Located at 6910 Sashabaw Rd, Culver's will donate 10% of sales to The Children's Heart Foundation, a national not-for-profit benefiting children born with congenital heart defects, from 10:00am to midnight. And from 12:00-5:00pm, the restaurant will transform into family fairgrounds with outdoor activities everyone can enjoy. Culver's will offer kids' pony rides and inflatables; entertainers; vendor booths; a raffle drawing; and an outdoor frozen custard cart staffed with "guest scoopers" from the local heart community, such as doctors, nurses and heart defect survivors.

The event's inspiration is two-year-old Samuel Powers, the nephew of owner/operator Katie Schmitt, and son of her operating partner and brother, Kevin Powers. Samuel was born with a heart defect that required life-saving open heart surgery at three months of age. There are 40,000 babies like Samuel born a year, as congenital heart defects are the number one and most fatal birth defect in the United States. Every 15 minutes a child is born with a heart defect.

The Children's Heart Foundation (www.childrensheartfoundation.org), founded in 1996, funds the most promising research to advance the diagnosis, treatment and prevention of congenital heart defects. The organization has helped raise over \$3.7 million for breakthrough research across the country.

Culver's of Clarkston hopes the public will enjoy a day of fun, food and giving for this important cause. Entrance to the event is free. On August 1st, Culver's will begin accepting donations to The Children's Heart Foundation and selling raffle tickets for \$5 (100% of sales will go to the foundation). Raffle prizes include gift certificates and event tickets for Detroit-area businesses and organizations, and autographed items from professional sporting teams. For more information, including a schedule of events and participating Culver's, please visit www.scoopforhearts.com or call Culver's of Clarkston at 248-922-9224 to speak to a manager.

Culver's of Clarkston opened in August of 2007. Culver's restaurants are independently owned and operated in over 400 locations across the United States. A Day of Giving has become one of Culver's and its franchise partners' major outlets for serving the community. Additional information on Culver's may be found at www.culvers.com.

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Culver's of Clarkston • 6910 Sashabaw Road • 248-922-9224

