

## The Dunkin'™ Donuts & Baskin-Robbins Community Foundation Introduces Newly-Rebranded Joy in Childhood Foundation During Third Annual Week of Joy

The Foundation's Mission is to Provide the Simple Joys of Childhood to Sick and Hungry Kids

CANTON, MA (October 18, 2016) — With the newly-rebranded Joy in Childhood Foundation, Dunkin' Donuts and Baskin-Robbins franchisees, crew members and employees are committing to improving the lives of sick and hungry children across the country by providing the simple joys of childhood to children whose lives are compromised by health and hunger issues. To celebrate the rebranding, the Joy in Childhood Foundation (formerly The Dunkin' Donuts & Baskin-Robbins Community Foundation) is teaming up with nearly 70 Feeding America® member food banks nationwide to host volunteer events to fight children's hunger during the third annual Week of Joy (formerly the Week of Service), October 17-21.

"The rebrand of our Foundation allows us to channel the incredible work of our operators into a mission that so closely aligns with the values of Dunkin' Brands, our franchisees and our guests to make a meaningful difference in our communities," said Nigel Travis, Chairman and CEO of Dunkin' Brands. "The Joy in Childhood Foundation brings together all of our stakeholders and the best of our brands in a way that makes sense and ensures that children who face hunger or sickness have the support and essential services to find joy in their daily lives."

The Foundation anticipates that over 1,500 Dunkin' Donuts and Baskin-Robbins franchisees, crew members and corporate employees will volunteer upwards of 4,000 hours and provide hundreds of thousands of meals to kids and families in communities across the country.

"The Foundation has been an important partner to The Greater Boston Food Bank for well over 10 years," said Suzanne Battit, Vice President, External Affairs and Advancement at The Greater Boston Food Bank, one of the organizations the Joy in Childhood Foundation supports through financial and volunteer activities. "Through the franchisee's volunteer work and generous grants, the Foundation has provided more than 60,000 meals to families in need. Without partners like the Foundation, we would not be able to provide food for the one in four children across Eastern Massachusetts who are at risk of hunger. Year over year, the Foundation understands that no one should ever question where their next meal is coming from."

This year's Week of Joy coincides with the Foundation's 10<sup>th</sup> anniversary. To deliver on the Joy in Childhood Foundation's new mission, the Foundation will continue many of its existing partnerships on both the national and local levels—including its partnership with Feeding America and member food banks, children's hospitals, and nonprofit organizations directly committed to serving sick and hungry kids.

"The heart of our organization is our franchisees and the communities they serve," said Karen Raskopf, Chief Communications Officer at Dunkin' Brands and Co-Chair of the Joy in Childhood Foundation. "Joy is in the DNA of our brands. By focusing the mission of the Foundation on joy, we have a powerful way of bringing all of our strengths together to make a positive impact in these communities."

Following the Week of Joy, the Joy in Childhood Foundation will make its debut in Dunkin' Donuts stores through the National Community Cups Program, running from November 1-30, 2016. During this time, guests will be invited to make a \$1 donation to the Joy in Childhood Foundation at Dunkin' Donuts and Dunkin' Donuts/Baskin-Robbins multi-brand restaurants nationwide. The program will support the Joy in Childhood Foundation's efforts to provide the simple joys of childhood to sick and hungry kids.

### About the Joy in Childhood Foundation

The Joy in Childhood Foundation provides the simple joys of childhood to sick and hungry kids. The Foundation brings together a wide range of stakeholders—including franchisees, crew members, employees, partners and guests—and partners with food banks, children's hospitals, and nonprofit organizations directly committed to serving sick and hungry kids to fund joyful environments, joyful experiences and joyful expressions to ensure that children whose lives are compromised by hunger or sickness have the support and essential services to find joy in their daily lives. Since launching in 2006, the Joy in Childhood Foundation (formerly The Dunkin' Donuts & Baskin-Robbins Community Foundation), has granted more than \$11 million to hundreds of national and local charities across the country.