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Menchie's to Send Chunk of Sales to Help Japan Relief

Menchie's announced a nationwide fundraiser that will support disaster relief efforts in Japan. On April 9, participating Menchie's stores will donate 10 percent of sales to the American Red Cross, helping support the organization's ongoing aid to Japan.

"The recent events in Japan are heartbreaking and many in the communities we serve are connected to the country in one way or another. We feel a responsibility to be supportive in Japan's time of need and are more than willing to participate in fundraising efforts," says Amit Kleinberger, CEO of Menchie's Group Inc. "Menchie's franchisees have already raised thousands of dollars to help support various causes both nationally and in their hometowns, so we expect a great turnout for our American Red Cross fundraising event."

With a focus on being active in the community, Menchie's franchisees partner with local schools and charitable organizations through fundraising activities and education incentive programs. Recently on a national scale, Menchie's has raised money for charities and causes including Jerry's Kids and the Muscular Dystrophy Association (MDA), Autism Speaks, and partnered with the American Red Cross in 2010 to support victims of the Haitian earthquake.

"We're a brand that makes people smile, so it is second nature for us to help those who need it," Kleinberger says.

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