



FOR IMMEDIATE RELEASE

MENCHIE'S RAISES OVER \$152,000 FOR THE AMERICAN HEART ASSOCIATION

ENCINO, Calif. (September 15, 2016) - **Menchie's**, North America's largest self-serve frozen yogurt franchise, raised \$152,789 for the American Heart Association (AHA) through a national fundraiser last month. The funds raised will be used to help the AHA continue working towards their mission to build healthier lives, free of cardiovascular diseases and stroke.

From August 1 through August 31st, guests at participating **Menchie's** locations in the U.S. were given the opportunity to support the AHA by making a donation with their purchase. All monies raised were donated directly to the AHA. To increase the goodwill effort, guests who made a \$1 or more donation were provided a 20% coupon for their next visit to Menchie's.

"Our team is always ready and willing to give back to our communities therefore we were happy to partner with The American Heart Association by raising awareness and funds for their organization," said Amit Kleinberger, CEO of **Menchie's**. "We are thankful that our guests supported this great cause, allowing us to raise more than \$152,000 for the fight against heart disease."

To date, **Menchie's** has raised more than \$650,000 for various national charities through its national fundraising program, and plans to continue hosting more national fundraisers in the years to come.

For more information regarding **Menchie's**, including store locations and franchising opportunities, please visit www.menchie.com. Like **Menchie's** on Facebook at www.Facebook.com/MyMenchie's or follow on Twitter at www.Twitter.com/MyMenchie's.

About Menchie's:

Menchie's creates lasting memories by providing an unparalleled guest experience with a mission to make every guest smile. **Menchie's** is a world-leader of ensuring best-in-class products and is the ambassador of frozen yogurt quality worldwide. With over 550 stores, the franchise has locations open in the United States, Canada, China, Japan, United Arab Emirates, Saudi Arabia, India, and more. **Menchie's** expects to celebrate 600 stores in 2016. Guaranteeing happiness in every cup, the brand offers guests premium rotating yogurt flavors and delicious toppings for unlimited combinations in every bite. The proprietary collection is made from the milk of "smiley" California cows, which have not been treated with artificial growth hormones (rBST). **Menchie's** frozen yogurt contains live and active cultures and has received the Live and Active Culture (LAC) seal indicating its endorsement by the National Yogurt Association.

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