



**July 13th, 2009 - For Immediate Release**

**Contacts:**

DAV

Misti Dragano, First Degree  
(410) 263-5312

[mdragano@1stdegree.com](mailto:mdragano@1stdegree.com)

Country Kitchen International

Chris McGrath  
(608) 833-9633

[cmcgrath@countrykitchen.net](mailto:cmcgrath@countrykitchen.net)

## **Country Kitchen Raises \$15,625 For Our Nation's Heroes**

MADISON, WI – Country Kitchen International is pleased to announce that its inaugural “Help a Hero” charitable campaign was a huge success, raising over \$15,000 for Disabled American Veterans. This charitable endeavor officially wrapped with a formal check presentation at the “Moving Wall” Vietnam War Memorial, July 10<sup>th</sup> in Platteville, WI. Those present at the ceremony included: Bobby Barrera, National Senior Vice Commander of Disabled American Veterans, Tom Sigwarth, owner of the Country Kitchen of Platteville, as well as representatives from Country Kitchen International.

With more than 700,000 veterans of Iraq and Afghanistan, many are in need of critical medical care and other benefits that can help heal their wounds and aid their entry back into civilian life. Once home, our newest veterans fight each day to receive the quality health care they need, secure a job in a struggling economy and find affordable housing. Many of the 3 million disabled veterans who served in World War II, Vietnam and other major conflicts are still fighting the same battle to receive adequate health care and the support they need to provide for themselves and their families.

The “Help a Hero” campaign, developed by Country Kitchen International, ran throughout May and June of this year with donations accepted at all participating Country Kitchen restaurants. Funds raised through the sale of “Help a Hero” point of purchase materials encouraged guests to donate with proceeds going to benefit the Disabled American Veterans (DAV), the leader in direct one-on-one assistance to veterans.

“I am proud and extremely grateful for the service and sacrifice these men and women have given us in the form of those freedoms we enjoy each day. This is our small way of saying thank you to these truly great American heroes.” said Charles Myers, President of Country Kitchen International. “The ‘Help a Hero’ campaign was a chance for our communities to come together and say thanks for a job well done and to ensure all veterans receive the care and support they deserve.”

The DAV ensures veterans receive necessary medical care, provides veterans with transportation to and from hospitals, assists veterans with disability and education benefit claims, and helps meet the needs of homeless veterans.

“We are honored to partner with Country Kitchen to help meet the growing needs of our veterans,” said DAV National Adjutant and CEO Arthur H. Wilson. “Every dollar their customers donate will help us achieve our mission to build better lives for veterans and their families.”

**About DAV:** The 1.2 million-member Disabled American Veterans, a non-profit organization founded in 1920 and chartered by the U.S. Congress in 1932, represents this nation’s disabled veterans. It is dedicated to a single purpose: building better lives for our nation’s disabled veterans and their families. DAV provides services to over a quarter of a million veterans and their families every year. For more information, visit the organization’s Web site, [www.dav.org](http://www.dav.org).

**About Country Kitchen:** Country Kitchen International is a leader in full-service family restaurants, with locations in 26 states and is headquartered in Madison, WI. Signature menu items include The Best Pancakes in Town™, Skillet Breakfasts™ and The Big Country Burger™. Development opportunities are available in free-standing units, strip malls and auto-plaza locations. Country Kitchen is a registered trademark of Kitchen Investment Group, Inc. Visit <http://www.countrykitchenrestaurants.com> for more information.

###

## Photography

Contact: Chris McGrath

(608) 833-9633

cmcgrath@countrykitchen.net

Check Presentation: (from left to right) Tom Sigwarth, Owner, Country Kitchen of Platteville; Bobby Barrera, DAV National Vice Commander; Charles M. Myers, President & CEO, Country Kitchen International; Dennis M. LaVenture, Vice President of Operations, Country Kitchen International; Chris McGrath, Vice President of Marketing, Country Kitchen International; Chad Holstein, General Manager, Country Kitchen of Platteville.



EDITOR'S NOTE: Additional photography is available by calling Country Kitchen International at 888-359-3235.