



Media Kit

Social Media News Release

October 24, 2018

Contact

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Headlines

Sharing is Caring: A&W Pay-it-forward Meal brings Canadians together

News release Facts

- A Pay-it-forward Meal campaign launched by A&W to help underprivileged community
- To embrace and expand Canadians' kindness tradition that can bring Canadians together, customers can pay in advance for a meal at some select A&W restaurant. The payment will be marked by sticky notes and put on the wall in the store. If someone cannot afford a meal at A&W, they can get one sticky note to trade for an order.
- The campaign will be placed at select A&W restaurants in downtown Toronto, Ontario.
- A&W will launch the campaign in December, 2018 to spread the sharing spirit of Christmas.

Quotes

- “ We wish everyone who visit A&W restaurants will have a joyful time during Christmas, regardless of your background.” said Susan Senecal, the A&W CEO.
- “Two per cent of the population lives below the poverty line,” said Barmil Mallhi, first UFA graduate, A&W. “A&W wants to take the lead in reducing those statistics to create a brighter future.”

Media Kit Components

- Fact Sheet: What you need to know about A&W’s Pay-it-forward Meal
- Backgrounder: An insider of the A&W Pay-it-forward campaign - An inspiring story
- Photo Gallery: A&W photo gallery

Multimedia Links

- Twitter: [Twitter.com/AWCanada](https://twitter.com/AWCanada)
- Facebook: [Facebook.com/AWCanada](https://facebook.com/AWCanada)
- Instagram: [Instagram.com/AWCanada](https://instagram.com/AWCanada)
- YouTube: [A&W channel](https://youtube.com/AWchannel)

Corporate Information

Established in 1956, A&W is the drive-in Canadian-based first restaurant. A&W has been famous for its beef burgers along with onion rings and Root Beer which are made from organic ingredients. Starting in Winnipeg, A&W has now more than 850 restaurants in Canada. For more information, please visit aw.ca.

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**FAQ: A thorough look into A&W's Pay-it-forward Meal Campaign**

As the winter is approaching, can Canadians have a warmer winter this year? At A&W, we think yes. A&W will be launching a Pay-it-forward Meal campaign in December 2018. With the purpose of sharing and connecting Canadians, the campaign hopes to give a helping hand this winter.

1. What is a Pay-it-forward Meal?

Our Pay-it-forward Meal means every customer who buys their meal can choose to pre-pay for someone else in need.

2. What inspired you to do this campaign?

A&W would like to embrace and continue the tradition for caring and kindness of Canadians. At A&W, we believe small actions can create big differences.

3. How can someone come in A&W to have a pre-paid meal?

It's easy. For every meal that is prepaid, there will be a sticky note. Our restaurants will have those sticky notes on the wall, next to the counter so that a customer can take one and trade for a meal.

4. Will there be a specific time to trade for a meal?

During this campaign, a customer can come and trade in at any time during the operating hours of A&W restaurants.

5. Why do you choose December to launch this campaign?

As December is approaching, so is Christmas with the tradition of sharing and caring. With the purpose of the Pay-it-forward Meal, we think it is the perfect time for anyone who wants to share and care for others to warm the heart from the coldness.

6. Will all of the A&W restaurants participate in the campaign during the campaign?

We are proud to have many generous and kind people at A&W restaurants. We have many A&W restaurants have applied to join this campaign and we will choose the locations accordingly.

7. How can you know who are the right people?

We are going to trust people and we will focus on spreading kindness and positivity this winter.

8. How many options are there for anyone who wants to sponsor?

There are three options for our customers. They can choose to donate \$1, \$2, \$3 as they wish. Customers can choose to pay in store or online when they order a meal.

9. How can people trade in for a meal?

Customers can walk in one of our select restaurants and pick one stick note on the wall for \$1, \$2 or \$3 depends on their needs. Then they can trade for a meal at our cashier.

10. Why are there three options?

We have proposed three options so that people will not have to feel obligation to donate a specific amount of money. They can donate within their ability as much as they want.

11. If so, what are sticky notes for?

The sticky notes will play a role as a bridge between the donors and anyone who is in need. On the sticky notes, people can leave some affirmations or best wishes for the holiday.

12. Can customers pay more than three options?

Yes, they are definitely welcome to do that. Aside from three options, customers can pay more the one time. They can pay two times of \$2 or any other option as their wish.

13. How do you keep track of the donated money?

We will be keeping track of the donated money through the cash counters.

14. Are you going to expand the campaign to other A&W restaurants in other Canadian provinces as well?

We will plan to expand the campaign in the future for other A&W restaurants in other communities as well.

15. In addition, would you continue the campaign after December 31, 2018?

Definitely, we are looking forward to continuing this heart-warming campaign next winter.

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An insider of A&W Pay-it-forward campaign An inspiring story

First established in 1956 in Winnipeg, A&W was the first place where Canadians could drive in and grab a delicious burger. Quickly receiving much love since the beginning, we expanded our restaurants all over Canada within the next 20 years.

A&W has been a childhood memory for many Canadian generations. From your grandparents when they were still a little kid to a teenager to your millennials generation, everyone has been having a fun time at A&W restaurants. With our burgers made from the best ingredients from the farms, the onion rings that go perfectly with our Root Beer serving in a mug, we give all the best for our dear customers.

With so much love we have been receiving, we want to give something back to the communities. Our first action is to partner with MS Society of Canada and we are now celebrating our 10th year anniversary of partnership. We started the campaign after learning that the number of Canadians who have MS is ranked as one of the highest rates in the world. That is why every year, A&W has a [Burger to Beat MS day](#). For every teen burger that we sell on the day, \$2 will be donated to support MS patients.

Yet, we feel like there is something else we can do more as we read about an inspiring story of kindness. It is about a store named [Rosa's Fresh Pizza in Philadelphia](#), U.S.A, where a customer can choose to prepay a slice of pizza for homeless people. This place has been helping many people who are in difficult situations by giving them the energy to overcome hardships. Some of them are even able to restart a new chapter of their life, thanks to strangers' kindness.

In Canada, our culture is famous for its kindness and love.

With the inspiration from Mason Wartman, the owner of Rosa's Fresh Pizza, and the kindness of Canadians, we are happy to launch the Pay-it-forward Meal in December, 2018. We hope to make this December to be warm and fulfilled.

For a long time, our A&W restaurants have been a familiar place for many Canadians to come and go. And with Pay-it-forward Meal campaign, A&W will also be a place where Canadians can stay and share the caring and loving.

We commit to bring Canadians together by Canadians kindness. It is our joy and honor using our platform to make it happen. So that this winter, more people can feel the warmth of love and share it.

Our A&W restaurants will be a place where anyone can enjoy our amazing burgers in the middle of a cold winter, regarding to the circumstances.

Together with our history, we are looking forward to not only continuing to serve our best burgers, but also being a place where we can keep bringing Canadians. With our Pay-it-forward meal campaign, we are going to try our best to spread the kindness of Canadians, together with our beloved customers. For more information about the campaign, [click here](#).

References

A&W (n.d.). Retrieved from <https://web.aw.ca/en/burgerstobeatms/>

A&W. (n.d.). Retrieved from <https://www.aw.ca/awhome.nsf/company/>

Pay-It-Forward Restaurant Feeds Around 40 Homeless People Every Day. (2015, January 28). Retrieved from

<https://www.odditycentral.com/news/pay-it-forward-restaurant-feeds-around-40-homeless-people-every-day.html>



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A&W Photo Gallery

EVERYONE NEEDS

KIND NESS

JACK JUST OPENED HIS NEW
A&W RESTAURANT. TEN YEARS
AGO, HE WOULD NOT IMAGINE
THIS. BUT HE NOW COULD
ACHIEVE HIS DREAM THANKS TO
THE KINDNESS OF STRANGERS



A photograph of a burger and fries on a wooden board in a dark restaurant setting. The burger is the central focus, featuring a sesame seed bun, a beef patty, melted cheese, and a slice of bacon. It is served on a rustic wooden cutting board alongside several golden-brown french fries. In the background, another burger is visible on a similar board, and the blurred lights of a restaurant interior create a warm, inviting atmosphere.

*Taste is in
everything
we serve*

FOR EVERY BURGER, OUR A&W CHEF USE
ORGANIC AND FRESH INGREDIENTS