



## Joy in Childhood Foundation®'s National Community Cups® Program Returns to Dunkin'® Donuts Restaurants November 1

CANTON, MA (October 31, 2016) – This November, [Dunkin' Donuts](#) will welcome the holidays and the seasonal spirit of giving with a special way for guests to help bring joy to children whose lives are affected by health issues or hunger. The Joy in Childhood Foundation<sup>SM</sup> announced its 2016 National Community Cups® program begins tomorrow, Tuesday, November 1. Throughout the entire month, Dunkin' Donuts guests are invited to make a \$1 donation to the Joy in Childhood Foundation at Dunkin' Donuts and Dunkin' Donuts / Baskin-Robbins multi-brand restaurants nationwide. Participants will be given a paper icon showing that they gave joy, to sign and display at the restaurant or take home. As an additional thank you for guests' support, the paper icon also includes a special coupon that can be redeemed for \$1 off the purchase of a dozen donuts which expires 12/31/16.\*

The National Community Cups® program will support the mission of the Joy in Childhood Foundation (formerly The Dunkin' Donuts & Baskin-Robbins Community Foundation) to provide the simple joys of childhood to sick and hungry kids. This is the fourth consecutive year that the Foundation has launched this fundraising initiative and guest support for the past three programs at Dunkin' Donuts and Baskin-Robbins locations has raised over \$1.5 million dollars nationwide since 2013.

Celebrating its tenth anniversary this year, the Foundation has been deeply embedded in communities across the country and has donated over \$11 million to hundreds of national and local charities. Through the generosity of Dunkin' Donuts and Baskin-Robbins franchisees, employees, vendors and guests, the Joy in Childhood Foundation raises funds to support partnerships with children's hospitals, food banks, and nonprofit organizations directly committed to serving sick and hungry kids. In 2015 alone, the Foundation raised \$3.4 million, funded 114 grants and charitable partnerships and provided 437,000\*\* meals through grants made to Feeding America.

According to Karen Raskopf, Dunkin' Brands' Chief Communications Officer and Co-Chair of the Joy in Childhood Foundation, "Dunkin' Donuts and Baskin-Robbins are built on a heritage of joy and a commitment to giving back. Through our Foundation, we can support and strengthen communities by bringing joy and happiness to children who face hunger or sickness. On behalf of our brands' franchisees, we are proud to launch this year's National Community Cups program, and look forward to continuing to make a positive impact in our local communities throughout the country."

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### 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.

\*Limit one coupon per customer per visit. Dozen donuts exclude Croissant Donuts, Fancies and Squares. Expires 12/31/16.

\*\*Meals enabled from June 1, 2015 through May 31, 2016 through grant funds from the Foundation.