



PRESS RELEASE

For Immediate Release

Raising Cane's To Donate \$100,000 To Support National Pet Charity

100% of sales of Limited Edition Plush Puppy to benefit Pet Partners

BATON ROUGE, LA (April 28, 2017) – [Raising Cane's Chicken Fingers](#), named after its founder's beloved yellow lab, "Raising Cane," is launching a nationwide fundraiser to support [Pet Partners](#) – the national leader in demonstrating and promoting animal-assisted therapy, activities and education.

Beginning on April 30, in celebration of National Therapy Animal Day, Raising Cane's customers are invited to purchase a limited-edition, Raising Cane II plush puppy wearing her therapy dog vest for just \$8.99, plus tax. Raising Cane's will donate 100% of the sales from this fundraiser to Pet Partners. Cane II, Raising Cane's mascot, dedicated her life to visiting children and adults as a certified pet therapy dog.

The restaurant's goal is to raise \$100,000 for Pet Partners, the organization that trained and certified Cane II, and to remember all the work she did to serve her community.

"Cane II was a nationally certified pet therapy dog who achieved the highest level of certification," said Todd Graves, Founder & CEO of Raising Cane's. "For years and years, she and my wife Gwen spent several hundred hours visiting children and adults at hospitals, clinics and nursing homes throughout the country. On her visits, she would climb gently onto the hospital beds of sick children and provide calming therapeutic care, giving them a happy moment during a tough time. The hospital staff loved Cane's visits almost as much as the children. When she entered a room, smiles and laughter followed."

"At age 15, and after eight years serving as a therapy dog, Cane II finally retired in 2014. In the true spirit of Raising Cane's, she was all about service. We will always remember Raising Cane II," continued Graves. "This plush puppy has a copy of the vest that Cane II wore on her hospital visits. These pups were made in very limited supply so as to keep them rare and special, like Cane II was."

More than 300 Raising Cane's restaurants across the country will be participating in the Plush Puppy Fundraiser.

Raising Cane's is renowned for its Always Fresh, Never Ever Frozen® chicken fingers, its craveable – some say addictive – secret-recipe Cane's sauce, crinkle-cut fries, coleslaw, Texas toast, freshly brewed sweet tea and fresh-squeezed lemonade.

ABOUT RAISING CANE'S®:

Founded by Todd Graves in 1996 in Baton Rouge, La., RAISING CANE'S CHICKEN FINGERS has more than 300 restaurants in 23 states, with multiple new restaurants under construction. The company has ONE LOVE® – quality chicken finger meals – and is

continually recognized for its unique business model and customer satisfaction. Raising Cane's vision is to have restaurants all over the world and be the brand for quality chicken finger meals, a great crew, cool culture and active community involvement.

More information is available at raisingcanes.com.

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