



**FOR IMMEDIATE RELEASE**

**CONTACT:**

Jane Walton  
(602) 546-5871  
(602) 202-2229 (pager)  
jwalton@phoenixchildrens.com

**Culver's donation of 300 booster seats to Phoenix Children's Hospital ensures more children safe on the road**

*Visit from NASCAR driver Frank Kreyer benefit Kids Ride Safe campaign, highlight Culver's Phoenix-area expansion*

**Phoenix, Arizona (Nov. 5, 2007)** – To help keep more Arizona children safe on the road, Culver's® restaurants is donating 300 booster seats and an additional \$2,500 to the Phoenix Children's Hospital Kids Ride Safe campaign on Wednesday, November 7<sup>th</sup> at xxx. Patients will enjoy the chance to sit in and have their photos taken in Culver's #46 BUSCH series Monte Carlo and visit with NASCAR driver Frank Kreyer. A recent new dad himself, Kreyer will sign autographs and pose for pictures while distributing safety tips on the need for and proper use of booster seats.

Famous throughout the Midwest for its ButterBurgers® and fresh Frozen Custard, Culver's is entering the Arizona market with the opening of six new restaurants in 2008. The first locations will open in Mesa at 1909 S. Country Club Drive and in Phoenix at 1825 West Deer Valley Drive the first quarter of 2008. Additional Culver's are planned in the greater metro area including Surprise, Goodyear and Peoria later in the year.

"Quality of life for families has always been a priority for Culver's, so we're pleased to be making this donation to the Kids Ride Safe campaign," explains Lea Culver, Culver's co-founder and mother of three. "Culver's has a rich tradition of supporting children's hospitals in our operating communities, and with our NASCAR sponsorship here in Phoenix we think it's a great opportunity to remind people about the need for booster seats for young children."

"According to a study conducted by The Children's Hospital of Philadelphia roughly only one in three children in Arizona who should be riding in a booster seat actually do," said Erin Rodda Kuroiwa, Child Passenger Safety Program Coordinator, Phoenix Children's Hospital. "Through the generosity of Culver's, we will be able to help 300 more families safeguard their children. We welcome Culver's to the area and applaud their efforts in helping kids ride safely."

Rodda Kuroiwa said the booster seats are an essential safety item for children who weigh at least 40 pounds and are less than 4' 9" in height. Boosters help seat belts in vehicles fit properly, lessening the chance of serious injury in case of a crash.

Phoenix Children's Hospital is Arizona's leader in pediatric care and is one of the 10 largest freestanding children's hospitals in the nation providing the most comprehensive array of pediatric specialists in the State. The outstanding clinic expertise, as well as high patient volume, and an unwavering commitment to caring only for children, all contribute to Phoenix Children's leadership position. For information about Phoenix Children's, visit the Hospital's award-winning website at [www.phoenixchildrens.com](http://www.phoenixchildrens.com).

Culver's restaurants are independently owned and operated in more than 360 locations in 16 states. With new restaurants opening by 2008 in Arizona, guests will be able to enjoy their Culver's favorites in 17 states across the nation. The owner/operator concept has been a cornerstone of growth for Culver's since the first location opened in Sauk City, Wis., on July 18, 1984. Culver's invests deeply in partnerships and programs, including its VIP scholarship program, Culver's Cares™ charitable program and countless other franchise-driven local efforts. The American Red Cross® became a national partner in 2007 and since then a number of local, regional and system-wide programs raised funds and awareness for their efforts. Culver's is the recipient of numerous national awards, including earning the #1 Burger Chain in America Award by *Restaurants & Institutions*® Consumers' Choice in Chains, IFMA Silver Plate Award and a coveted "Best In Category - Food" rating, placing Culver's among the Top 50 of more than 300 franchise opportunities nationwide as reviewed by Franchise Business Review. For more information on Culver's locations, franchise opportunities, promotional programs, menu selections and other areas of interest, visit [www.culvers.com](http://www.culvers.com).