

Benchmark Restaurants by Marc Murphy was proud to join Share Our Strength's Dine Out for No Kid Hungry Campaign.

All Benchmark restaurants and locations participated in the campaign from September 18-24, 2011. During the week, 100% of cotton candy sales at Landmarc restaurants and 50% of every s'mores purchase at Ditch Plains restaurants were donated to Share Our Strength to help end childhood hunger in America.

To spread the word about Dine Out for No Kid Hungry, Benchmark Restaurants used the following tactics:

- Promoted Dine Out for No Kid Hungry through Marc Murphy's Facebook page and the Facebook pages for both restaurants
- Tweeted reminders about the promotion throughout the week
- Servers informed guests about Dine Out for No Kid Hungry and donations
- Promotion cards placed on each table to inform guests:



N O K I D H U N G R Y

Benchmark Restaurants by Marc Murphy and Landmarc are proud to join Share Our Strength's Dine Out for No Kid Hungry Campaign, a national event that brings together thousands of restaurants and millions of consumers to help make sure no child in America grows up hungry.

From September 18-24, purchase cotton candy for \$2 and 100% will be donated to Share Our Strength to help end childhood hunger in America.

*Funds raised support Share Our Strength's No Kid Hungry® Campaign to end childhood hunger in America by 2015. Learn more at Strength.org.



Benchmarc Restaurants by Marc Murphy and Ditch Plains are proud to join Share Our Strength's Dine Out for No Kid Hungry Campaign, a national event that brings together thousands of restaurants and millions of consumers to help make sure no child in America grows up hungry.

From September 18-24, we will donate 50% from every purchase of s'mores to help end childhood hunger in America.

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During the week, Benchmarc Restaurants made donations from 75 cotton candy purchases and more than 80 s'mores purchases, totaling over \$325 to Share Our Strength.

Benchmarc Restaurants is proud to be a part of Share Our Strength's mission to end childhood hunger in America by 2015.