

QSR Magazine Asks - What's Your Cause?

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New Charitable Giving Web Page Launched at QSRmagazine.com

QSR magazine has consistently reported on the charitable works and deeds of members of the foodservice community for the last 10 years. Today, QSR announced a new addition to their award-winning website that is taking these efforts a step further by consolidating stories of charitable works and social responsibility in one place.

Dave Thomas, founder of Wendy's International, told readers in the very first issue of QSR magazine in September of 1997, that 'profit was not a dirty word.' But Thomas also worked tirelessly for the many charitable causes that touched his life. His story and others like it inspired the QSR magazine staff to create a new section on www.qsrmagazine.com that highlights the charitable acts of the foodservice community.

Among the causes that QSR magazine supports is CureSearch Children's Oncology Group, a network of more than 5,000 physicians, nurses, and scientists whose collaboration, research and care have turned childhood cancer from a virtually incurable disease to one with nearly an 80 percent cure rate.

QSR's new Charitable Giving page is meant to inspire and motivate foodservice executives, restaurant owners, corporate franchises, and all those affiliated with the restaurant industry to get involved in their community. So they are asking you to tell them, 'What's your cause?'

QSR Magazine

QSR magazine and its web site QSRmagazine.com are the leading sources of news and information about the \$180+ billion quick-service industry. For more than 10 years, QSR has defined this market, which includes traditional fast food, fast-casual dining, coffee, snacks, full-service takeaway, concessions, convenience stores, and related segments of the foodservice industry. It is the magazine's mission to report and analyze current trends in the restaurant industry, to work to highlight the positive impact of diversity on this market, and improve the quick-service restaurant industry as a whole.

CureSearch

CureSearch Children's Oncology Group is a network of more than 5,000 physicians, nurses, and scientists whose collaboration, research, and care have turned childhood cancer from a virtually incurable disease to one with nearly an 80 percent cure rate. More than 90 percent of all children with cancer are treated at one of the more than 200 member hospitals within the CureSearch network. The group's goal is simple: They want to guarantee every child with cancer a cure.

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