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Boston Market and SADD Team Up for Safe Celebrations

Boston Market's "Time for Your School" program helps students fund safe, alternative "after-parties."

GOLDEN, Colo. (March 8, 2007) – Boston Market Corporation and SADD (Students Against Destructive Decisions) joined forces today in an unprecedented partnership to help students safely navigate the celebratory season of proms and graduations.

"We want students to celebrate these great accomplishments and we want to help them celebrate safely," said Trey Hall, chief brand officer for Boston Market. "We created the 'Time for Your School' program specifically to help schools raise money for important events like these."

Boston Market's year-long "Time for Your School" program helps raise funds for various high school sports teams, arts, music and academic programs, as well as other high school clubs and organizations. Schools partner with a local Boston Market restaurant and, on a specific day, up to 40 percent of the store's sales are donated to the school or specific group hosting the event. Parents can pick up a convenient dinner and help their student's school at the same time.

Through their partnership, SADD and Boston Market will encourage high school students, administrators, and parents to host substance-free parties following proms and graduations. These "after-parties," which often feature games, music, prizes, and food, offer students a safe venue to continue their celebrations. SADD provides tips for planning the parties, and Boston Market's "Time for Your School" fundraising program helps schools raise the cash for their bash.

"Prom and graduation are two of the most meaningful milestones for teens and should be recognized, celebrated, and participated in by the important adults in their lives," said Stephen Wallace, national chairman and chief executive officer of SADD. "This important new initiative of Boston Market and SADD will help parents and students across the country to plan fun, safe, and sponsored activities during this important time of the year."

Groups interested in hosting a fundraiser with Boston Market should send Boston Market an e-mail at fundraisers@bost.com or contact a fundraising specialist at 866-709-8686. Information is also available at www.myspace.com/bostonmarket_fundraising and at www.sadd.org.

For more than 25 years, SADD has empowered young people to make a difference in the lives of their peers. Founded as Students Against Driving Drunk in 1981, SADD expanded its mission in 1997 in response to requests from students themselves and now sponsors chapters called Students Against Destructive Decisions.

SADD National Student of the Year Daniel Vocelle said, “This prom and graduation season, SADD students across the county will be spreading the message in their schools and communities about the importance of safe celebrations. Our mission is to show young people that we have the power to influence our friends and help them make healthy and safe decisions.”

SADD’s unique approach allows young people to deliver messages to their peers in their own language. Since many conversations are taking place online, Boston Market created a page on MySpace, at www.myspace.com/bostonmarket_fundraising, to encourage students to share their own safe celebration stories and prom night tips.

“When Boston Market launched the ‘Time for Your School’ program in 2006, our goal was to become an active member in communities around the country,” Hall said. “By partnering with SADD’s 10,000 chapters and more than 350,000 active students to spread the word about safe celebrations, we’re coming closer to reaching that goal.”

About Boston Market

Boston Market Corporation, based in Golden, Colo., is a leader in the quick service restaurant category. The company has translated its passion for great-tasting, no-compromise food into two distinct concepts. Boston Market restaurants – 620 locations in 28 states – are noted for their easy, convenient, chef-inspired meals. The company also partners with leading supermarket chains to bring chilled, restaurant-quality Boston Market-branded meals into the deli departments of more than 1,300 supermarkets. Boston Market Corporation is a wholly owned subsidiary of McDonald’s Corporation. For more information, visit the company’s Web site at www.bostonmarket.com.

About SADD

SADD (Students Against Destructive Decisions) is the nation’s preeminent peer-to-peer youth education organization, with thousands of chapters in middle schools, high schools, and colleges. With a mission of promoting positive decision-making and addressing attitudes that are harmful to young people, SADD sponsors programs that address issues such as underage drinking, other drug use, impaired driving, and teen violence and suicide.

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