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For Immediate Release

Big Boy Restaurant in Adrian Rewards Kids Who “Read For Fun”

(Warren, Mich.) — June 7, 2004 — In the effort to promote literacy, Big Boy Restaurants International LLC is feeding children’s appetites and their minds. During the 2003-2004 school year, the Big Boy restaurant in Adrian participated in its first “Read For Fun Club” contest. The Big Boy restaurant and all nine Lenawee County Libraries in connection with local schools partnered to provide incentives for area children to read, including free food and a bike giveaway.

Big Boy Restaurants International LLC’s “Read For Fun Club” encourages children to read by rewarding them with prizes. Children aged 10 and under write down the title of each book they read on the “Read For Fun Club” card then have a parent or teacher initial it. For every 10 books the children read they receive a free Kiddie burger, French fries and junior sundae, compliments of Big Boy Restaurants, when they bring in their completed card to any participating restaurant.

“Big Boy Restaurants continually supports community programs,” said Tony Michaels, CEO of Big Boy Restaurants International LLC. “The ‘Read For Fun Club’ is an excellent way to give back to the families in the communities we serve.”

In addition to rewarding the children with free food, the Big Boy restaurant in Adrian entered the children’s completed cards into a bike giveaway. On May 16 the Big Boy restaurant in Adrian awarded bikes to Samantha Vian of Tecumseh and Trey Hayford of Adrian, both 7 years old.

“One of Big Boy Restaurants’ overall values is supporting the community and its families,” said George Darany, owner of the Big Boy restaurant in Adrian. “Nothing is more important to families than literacy for children.”

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Big Boy Restaurants “Read For Fun Club”

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Area children from McKinley, Garfield, Lincoln Comstock, Madison, Clinton and Tecumseh Elementary Schools read a total of 1,320 books. The Big Boy restaurant in Adrian awarded any child who read 20 books or more with a certificate of achievement. Participating children included:

20 Books

Kristi Lerma, age 6
Sebastian Fritz, age 8
Rebecca Bare-Rothenberger, age 6
Emileigh Salisbury, age 9
Brentson Salisbury, age 9
Kayleigh Salisbury, age 10

30 Books

Miranda Lenon, age 5
Adrianna Achenbach, age 7

40 Books

Sarae Vawters, age 6
Don Lofton

50 Books

Joshua VanderHorst

90 Books

Deanna Lofton, age 6

Headquartered in Warren, Michigan, Big Boy Restaurants International LLC is the exclusive worldwide franchiser of more than 455 Big Boy restaurants in the United States and Japan. Visit us at www.bigboy.com.

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