

MEDIA ALERT

KIANA MAYER OF BRONSON HIGH SCHOOL NAMED AS THE WENDY'S HIGH SCHOOL HEISMAN STATE WINNER FOR MICHIGAN

BRONSON, MI – There are some students who set the bar. They work harder, show more passion and lead by example—in the classroom, on the field and within the community. Today, Wendy's High School Heisman recognizes Kiana Mayer from **Bronson High School** and her dedication to never cutting corners by naming her the Wendy's High School Heisman State Winner for Michigan.

"We are excited and honored that a program like Wendy's High School Heisman is also recognizing her hard work," said Alanna Denton, Bronson High School Counselor. "Kiana is the first student from Bronson to make it to the State Finalist round. Now she is one of only a hundred students in the country to continue to the next phase."

Since 1994, Wendy's and the Heisman Trophy Trust have been running the same play to perfection: honoring more than 600,000 of the nation's most esteemed students. This year, Wendy's will celebrate the accomplishments of thousands of the best high school seniors, awarding winners in five phases.

As a State Winner, **Mayer** will receive a \$1,000 scholarship, a silver medal, a Wendy's High School Heisman State Winner patch, and a \$50 Wendy's gift card. In addition, State Winners move on for the chance to become named a National Finalist where they would earn at least a \$5,000 scholarship and a trip to Heisman Weekend in New York City. National Finalists will be announced on www.wendysheisman.com beginning the week of November 6.

For more information or to track a student's progress through the competition, please visit www.WendysHeisman.com.

About Wendy's High School Heisman

The Wendy's High School Heisman was created by Wendy's founder Dave Thomas in 1994. Dave Thomas dropped out of high school when he was 15 years old in order to work full-time and went on to become one of the most successful entrepreneurs in history. While this nontraditional path led to his prosperity, it always worried Dave that others would follow in his footsteps and expect to achieve similar fame and wealth by not finishing high school or attending college.

Faced with this dilemma, at 61 years old, Dave enrolled at Coconut Creek High School in Ft. Lauderdale, Fla., and received his General Equivalency Diploma (GED). Inspired by this moment and with a desire to celebrate the outstanding achievements of youth in America, he launched the Wendy's High School Heisman program.

Twenty-two years later, Wendy's High School Heisman has honored more than 600,000 of the nation's most esteemed high school seniors who share Wendy's values of giving back to their communities, treating people with respect, continuing education and excelling on the athletic field.

The Wendy's High School Heisman is a joint program between Wendy's and the Heisman Trophy Trust, host and custodians of the Heisman Memorial Trophy®.

About Wendy's

The Wendy's Company (NASDAQ: WEN) is the world's third largest quick-service hamburger restaurant chain. The Wendy's system includes more than 6,500 restaurants in 29 countries and U.S. territories. For more information, visit www.wendys.com.

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**State Winners who do not go on to become National Finalists receive a \$1,000 scholarship. National Finalists who do not go on to become National Winners receive a \$5,000 scholarship. National Winners receive a \$10,000 scholarship. This scholarship is based on the final level achieved and is not cumulative.*

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