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## **Independent Hardee's® Franchisee Association Helped Reach \$1 Million for NCBF**

**CHESAPEAKE, VA**—Independent Hardee's® Franchisee Association (IHFA) member restaurants participated in the 2009 "Pink Star" campaign, a fundraiser organized by CKE Restaurants, to aid the National Breast Cancer Foundation (NBCF). The 2009 campaign, which began on April 20 at Hardee's® restaurants and April 22 at Carl's Jr. restaurants, raised \$1.01 million dollars. This donation represents the single largest one-time gift given to the NBCF.

The main component of the event is an in-store drive to raise \$1 at a time by selling "Pink Stars" to guests. Guests who donate have their star placed on the wall of the restaurant and receive a sheet of coupons valued at \$10. As the stars fill the walls, they become a symbol to guests, and employees, that we are all working to make a difference, one dollar at a time.

### **About IHFA**

IHFA is a non-profit organization dedicated to providing a unified voice for Hardee's® franchisees to communicate with the corporate franchisor, working for the good of the Hardee's® system and serving as a resource to the franchise community. For more information please visit [www.IHFA.com](http://www.IHFA.com).

IHFA is managed by Organization Management Group, Inc. (OMG). OMG is an outstanding provider of management services to for-profit and non-profit organizations. OMG is one of only 16 association management companies in the world to receive the prestigious Charter Accreditation through the AMC Institute, and one of 25 association management companies who earned the designation of Charter Accreditation through ASAE. OMG employs nearly 40 skilled professionals and currently serves 14 national, regional, state and local associations on a full-service or project basis. For additional information on OMG, visit [www.ManageGroup.com](http://www.ManageGroup.com) or contact President Mike Reitelbach at 757-473-8701.

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