



"Post-event" Release

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First Annual "Scoop for Hearts" Fundraiser draws a Big Show of Heart

(Clarkston, Michigan)... Over two-thousand gathered at Culver's of Clarkston on Saturday for a successful first fundraiser benefiting The Children's Heart Foundation. Culver's raised over \$5,500 for the organization, which funds breakthrough research for congenital heart defects in children. In a surprise appearance, Founder Craig Culver from Prairie du Sac, Wisconsin flew in for the "Scoop for Hearts" event to greet customers and help staff serve 1,500 scoops of frozen custard. Culver's not only fed families but entertained them by providing outdoor activities, such as a giant 20-foot-high inflatable maze courtesy of Oakland County Parks; pony rides by BlueBerry Hill; and face painting with Clarkston Medical Group. Highlights also included live performances by Mr. Rodney the Magician and The Clarkston Village Players.

Volunteer Scott Schumaier worked at the foundation's booth and recalls one of the day's most memorable moments: "I watched families affected by congenital heart defects meet for the first time and talk about what their children have been through, like multiple heart surgeries and transplants. That's when the importance of what we were doing hit home."

Congenital heart defects are the most common birth defect and the leading cause of all infant deaths in the United States. Money raised for The Children's Heart Foundation (www.childrensheartfoundation.org) goes to funding research that advances the diagnosis, treatment and prevention of congenital heart defects in children. Culver's donated food sales, raffle tickets and select merchandise sales, such as T-shirts and bracelets with the slogan "Change a Heart." Prizes raffled off included a \$150 gift certificate to Oakland Yard Athletics; tickets to Detroit Children's Museum; passes to Pine Knob Ski & Snowboard Resort; memberships to Great Lakes Athletic Club; a cruise on the Detroit Princess Riverboat; and autographed items like a Detroit Piston's basketball.

"The kids seemed to enjoy themselves, which is the most important thing," said operator Kevin Powers, whose 2-year-old son Samuel was born with a heart defect. "We're thankful to everyone who was involved and who came out Saturday. We're already looking forward to next year."

Culver's of Clarkston opened in August of 2007. Culver's restaurants are independently owned and operated in over 400 locations across the United States. A Day of Giving has become one of Culver's and its franchise partners' major outlets for serving the community. Additional information on Culver's may be found at www.culvers.com.

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