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The Salvation Army Celebrates National Doughnut Day

Free doughnut and chance to donate at participating shops

Mississippi Gulf Coast (MAY 31, 2016) – Get ready for the sweetest day of the year! Krispy Kreme Doughnuts today announced a partnership with The Salvation Army for National Doughnut Day. On Friday, June 3, customers will receive a free doughnut of their choice and have an opportunity to donate directly to The Salvation Army at participating shops in the U.S. and Canada, including the Mississippi Gulf Coast.

To kick off the day The Salvation Army will be giving away free doughnuts from a food truck on Thursday, June 2nd. Keep an eye out for the truck with a red shield for your chance to get a tasty treat!

Held annually on the first Friday of June, Doughnut Day was established by The Salvation Army in 1938 to honor The Salvation Army's "Doughnut Lassies" who served the treats to soldiers during World War I. The "Doughnut Lassies" are often credited with popularizing the doughnut in the United States when the troops returned home from war.

Customers are encouraged to donate to The Salvation Army's miniature Red Kettles stationed at the registers of participating *Krispy Kreme* locations. All donations will support programs along the MS Gulf Coast. Call 228-374-8301 to see how you can get a mini Red Kettle to help out locally.

"Each year on National Doughnut Day, we encourage our customers to celebrate by coming in to get their favorite doughnut for free, but this year, we wanted to make the celebration even more meaningful," said Tony Thompson, President and CEO of Krispy Kreme Doughnuts. "As founders of National Doughnut Day, The Salvation Army is a natural partner. We're excited to collect funds for the many initiatives they support, especially since all donations will go directly to the local communities."

The Salvation Army celebrated the first National Doughnut Day in Chicago in 1938 to help raise funds during the Great Depression and commemorate the work of the “Doughnut Lassies.” The doughnut now serves as a symbol of all the social services The Salvation Army provides to those in need. The Salvation Army still serves doughnuts, in addition to warm meals and hydration, to those in need during times of disaster.

“National Doughnut Day has become a true American tradition, but many don’t realize the historical significance of the day. The partnership with The Salvation Army and Krispy Kreme brings greater visibility to the importance of the day and the idea of helping those who may have fallen on hard times,” said Col. Ron Busroe, Community Relations and Development Secretary for The Salvation Army. “With Krispy Kreme’s generous offer of a free doughnut, we hope everyone will extend that generosity by giving back to support their local community.”

Below are a few additional facts about the history of National Doughnut Day and The Salvation Army:



Approximately 250 Salvation Army volunteers provided assistance to American soldiers in France starting in 1917 during WWI.



With limited resources, these treats were fried, only seven at a time. The Salvation Army’s Ensign Margaret Sheldon and Adjutant Helen Purviance cleverly thought of frying donuts in soldiers’ helmets.



Last year, 30 million Americans received assistance from The Salvation Army’s 3,500 officers, 63,000 employees and 3.3 million volunteers.

Share your favorite moments from National Doughnut Day using #KrispyKreme and #DoingTheMostGood.

About Krispy Kreme Doughnuts, Inc.

Krispy Kreme Doughnuts, Inc., is a global retailer of premium-quality sweet treats, including its signature Original Glazed® doughnut. Headquartered in Winston-Salem, N.C., the Company has offered the highest-quality doughnuts and great-tasting coffee since it was founded in 1937. Krispy Kreme Doughnuts is proud of its fundraising program, which for decades has helped nonprofit organizations raise millions of dollars in needed funds. Krispy Kreme Doughnuts can be found in approximately 12,000 grocery, convenience and mass merchant stores in the U.S. The Company has more than 1,000 retail shops in 26 countries. Connect with Krispy Kreme Doughnuts at www.KrispyKreme.com, or on one its many social media channels, including www.Facebook.com/KrispyKreme and www.Twitter.com/KrispyKreme.

About The Salvation Army

The Salvation Army, established in London in 1865, has been supporting those in need in His name without discrimination for more than 135 years in the United States. Approximately 30 million Americans receive assistance from The Salvation Army each year through a range of social services: food for the hungry, relief for disaster victims, assistance for the disabled, outreach to the elderly and ill, clothing and shelter to the homeless, and

opportunities for underprivileged children. 82 cents of every dollar donated to The Salvation Army are used to support those services in 5,000 communities nationwide. The Salvation Army tracks the level of need across the country with the Human Needs Index (HumanNeedsIndex.org). For more information, go to salvationarmyusa.org or follow on Twitter @SalvationArmyUS.

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