

Join Iowa's Restaurant Industry and Support Wildwood Hills Ranch!



Each September the Iowa Restaurant Association works with a state or national charity to raise awareness of the industry's philanthropic spirit/work and support throughout Iowa.

This year the Iowa Restaurant Association is asking members to collaborate and support Wildwood Hills Ranch of Iowa. Each year the Ranch serves over 850 "at-risk" children, ages 8 to 18, from across the state by providing a camp focused on character, leadership, and teamwork (and of course fun). Supporting the Ranch with your fellow restaurateurs is easy.

Do It Your Way

Simply determine the simplest way for your establishment to support the Ranch—donate a portion of beverage sales, a designated drink, etc.

- Download and print the pre-designed table tents and posters from www.restaurantiowa.com.
- Contact the IRA office to let them know you plan to participate in the program so you can be promoted.
- Call or e-mail your planned donation total to the IRA by September 21, 2011.
- Once your campaign is complete, send your donation directly to:
Wildwood Hills Ranch
Attention: Julie
3000 St. Charles Road
St. Charles, IA 50240

Want to Really Ramp it Up?

Restaurants interested in ramping up their fundraising efforts even more can also offer a benefit book and plush toy to customers. *Lemonaid, The Little Car That Could* chronicles the struggle of a little "lemon of a car" and what it overcame to be a "winner." A real-life version of Lemonaid exists too—racing to raise funds to support the kids at Wildwood Hills Ranch. Books and plush toys are available for restaurants interested in selling or promoting the ranch in that way at www.lemonaidracing.com.

National Award

In April long-time IRA member **Mike Whalen of Heart of America** was named the National Restaurant Association's Cornerstone Humanitarian Award winner in recognition of his work at the Ranch.



To show our support as an industry for Mike and this national honor, the IRA will share the total number of donations/pledges Iowa restaurants have made toward the Ranch at the Association's annual Celebrating Excellence Gala on September 25th.

Please fax this form to 515-276-3660 or e-mail cjordan@restaurantiowa.com to let the Association know you plan to participate.

- Yes I will participate in the IRA's Wildwood Hills Ranch Event.
- Please have someone contact me about offering the Lemonaid Books and Plush Toys in my establishment.

Contact Name: _____

Business Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

E-mail: _____

Website: _____



CHANGING KIDS LIVES ONE LAP AT A TIME.

Partnering with members of the  Iowa Restaurant Association™