



For immediate release:

**BURGER KING RAISES OVER \$2.3-MILLION THROUGH 10 YEARS OF
FUNDRAISING FOR SICKKIDS FOUNDATION**

- 11th annual SickKids Toonie Bear campaign kicks off today in Burger King restaurants across Canada -

Toronto – November 9, 2009 – Burger King Restaurants of Canada Inc. is celebrating 10 years of support and more than \$2.3-million donated to SickKids Foundation by announcing its commitment for an 11th year of fundraising for the organization.

Burger King Canada kicks off its annual Toonie Bear campaign today, pledging an additional \$200,000 in funding for 2010. When Burger King first partnered with SickKids in 1999, the original fundraising goal was set at \$2-million over ten years.

“Burger King Canada is an important community partner and we value their commitment to improving children’s health at SickKids and across Canada,” said Shelly Anwyll, Vice President, SickKids Foundation. “We are thrilled to partner with Burger King on this exciting initiative.”

Starting today and running through November 30th, Toonie Bears are available for purchase both in-store and at the drive-thru window at participating Burger King restaurants for \$2 each.

“We are proud of our ongoing, long-term relationship with SickKids Foundation and thrilled that we have exceeded our fundraising goals for such an important cause,” said Cameron Loopstra, Senior Marketing Manager at Burger King Restaurants of Canada. “We are excited to continue our support for an 11th year, raising both funds and awareness for SickKids Foundation in communities across Canada.”

To celebrate the “birth” of Burger King Canada’s fundraising partnership with SickKids Foundation 10 years ago, kids at The Hospital for Sick Children in Toronto had the chance to experience the joy of a birthday party today by taking part in an interactive hot air balloon art project directed by Toronto artist and TV personality Micah Donovan.

[Note: Photo link to release]

ABOUT BURGER KING CORPORATION

The BURGER KING® system operates more than 11,900 restaurants in all 50 states and in 73 countries and U.S. territories worldwide. Approximately 90 percent of BURGER KING® restaurants are owned and operated by independent franchisees, many of them family-owned operations that have been in business for decades. In 2008, *Fortune* magazine ranked Burger King Corp. among America's 1,000 largest corporations and *Ad Week* named it one of the top three industry-changing advertisers within the last three decades. Through its BK Positive StepsSM corporate responsibility program, the BURGER KING® system is committed to being a socially responsible brand in all areas of its business – food, people, the environment and

corporate governance. To learn more about Burger King Corp., please visit the company's Web site at www.bk.com.

-30-

Media contact:

Laura Creedon

Pilot PMR for Burger King Restaurants of Canada

Phone: 416-462-0199 ext. 31

Mobile: 416-819-8656

laura@pilotpmr.com