

FOR IMMEDIATE RELEASE

Looking for Local Heroes!

Culver's Celebrating Locals Who Make
Their Communities a Better Place

Downers Grove area guests can nominate their hero for a chance to win
\$5,000

Downers Grove, IL (Grassroots Newswire) November 7, 2011 – To celebrate everyday heroes who exemplify hometown values by making a difference in their communities, Culver's is launching the Hometown Hall of Fame Contest at their restaurants nationwide. Between November 7 and December 5, guests at the Downers Grove area restaurants listed below are encouraged to share the story of their local hero for a chance for their nominee to win \$5,000.

Culver's of Darien located at 541 Plainfield Road in Darien
Culver's of Downers Grove located at 2500 West Ogden Ave in Downers Grove

"We're proud to support our local communities throughout the year," says Craig Culver, co-founder and CEO of Culver's. "The Hometown Hall of Fame contest recognizes heroes who go above and beyond to make a positive impact. This contest is our way of saying 'thank you for all you do.'"

For the Hometown Hall of Fame, a hero can be defined as just about anyone who makes a difference; a firefighter, police officer, teacher, nurse, volunteer or a parent. Both the nominator and the nominee must be at least 18 years of age.

Guests can read the stories of the heroes on Culver's Facebook page, vote on a daily basis and share the contest via Facebook, Twitter and email. Culver's will select the winner from the top 20 vote-getters. This local hero will receive \$5,000 from Culver's to help keep up the good work in their community. For highlighting the efforts of their hero, the person who nominates the winner will receive a \$350 Culver's gift card to enjoy a year of delicious meals.

For more information, to nominate a hero, share the contest or vote, please visit www.culvers.com/facebook.

About Culver's:

Culver's serves fresh food, always cooked to order, with genuine family values to each and every guest. Culver's is an expanding franchise system with more than 443 independently owned and operated restaurants in 19 states. The restaurants' award-winning customer service is based on small-town, Midwestern values, genuine friendliness and an unwavering commitment to quality and freshness. Signature items include the ButterBurger, made from fresh, never frozen Midwest-raised beef, and Fresh Frozen Custard, including the famous Flavor of the Day program. For more information, visit www.culvers.com, www.culvers.com/facebook or www.twitter.com/culvers.