

MEDIA ALERT



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SENIOR SHAFFER RUSSELL LEAVES IT ALL ON THE FIELD AND BECOMES SCHOOL WINNER IN WENDY'S HIGH SCHOOL HEISMAN

Longview, TX (October 20, 2016) – There are some students who set the bar. They work harder, show more passion and lead by example—in the classroom, on the field and within the community. Today, Wendy's High School Heisman recognizes Shaffer Russell from **Pine Tree High School** and his dedication to never cutting corners by naming him a School Winner.

"Shaffer is known by his teachers and friends for his commitment to excellence. We are excited and honored that a program like Wendy's High School Heisman is also recognizing his hard work," said Cindy Gabehart, Pine Tree High School Principal.

Since 1994, Wendy's and the Heisman Trophy Trust have been running the same play to perfection: honoring more than 600,000 of the nation's most esteemed students. This year, Wendy's will celebrate the accomplishments of thousands of the best high school seniors, awarding winners in five phases.

Both School Winners and State Finalists have been announced today. School Winners will receive a School Winner certificate and a Wendy's High School Heisman Patch. State Finalists will receive a bronze medal, a Wendy's High School Heisman State Finalist patch and a \$25 gift card. From the group of State Finalists, one senior male and female will be selected from each state and announced as State Winners on October 20.

For more information or to track a student's progress through the competition, please visit www.WendysHeisman.com.

About Wendy's High School Heisman

The Wendy's High School Heisman was created by Wendy's founder Dave Thomas in 1994. Dave Thomas dropped out of high school when he was 15 years old in order to work full-time and went on to become one of the most successful entrepreneurs in history. While this nontraditional path led to his prosperity, it always worried Dave that others would follow in his footsteps and expect to achieve similar fame and wealth by not finishing high school or attending college.

Faced with this dilemma, at 61 years old, Dave enrolled at Coconut Creek High School in Ft. Lauderdale, Fla., and received his General Equivalency Diploma (GED). Inspired by this moment and with a desire to celebrate the outstanding achievements of youth in America, he launched the Wendy's High School Heisman program.

Twenty-two years later, Wendy's High School Heisman has honored more than 600,000 of the nation's most esteemed high school seniors who share Wendy's values of giving back to their communities, treating people with respect, continuing education and excelling on the athletic field.

The Wendy's High School Heisman is a joint program between Wendy's and the Heisman Trophy Trust, host and custodians of the Heisman Memorial Trophy®.

About Wendy's

The Wendy's Company (NASDAQ: WEN) is the world's third largest quick-service hamburger restaurant chain. The Wendy's system includes more than 6,500 restaurants in 29 countries and U.S. territories. For more information, visit www.wendys.com.

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