



## PRESS RELEASE

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### **Raising Cane's Launches 'Cane's In The Moment' Initiative**

*Popular chicken finger brand to host Facebook Live performance and fundraiser every Wednesday and Friday through April 29*

*BATON ROUGE* (April 15, 2020) – Due to COVID-19, important plans like weddings, graduation, trips and concerts have been postponed or cancelled. Instead of focusing on those missed plans, [Raising Cane's](#) new "Cane's In The Moment" initiative aims to celebrate serendipitous moments that bring joy and happiness to its Customers.

One of the ways that Raising Cane's is filling the void of missed plans is with the launch of its *Cane's In The Moment Virtual Entertainment Series*. The series will feature a different artist or group every Wednesday and Friday through April 29. In addition, during every concert, Raising Cane's will host a fundraiser for healthcare workers or disaster relief organizations.

"As we all adjust to the current realities of life, it's easy to get bogged down and focus on everything you aren't doing," said Raising Cane's Founder, Owner & Co-CEO Todd Graves. "So we wanted to do what we could to spread some joy and entertainment while also showing gratitude for the brave men and women that are serving on the frontlines. We invite everyone to join the 'Cane's In The Moment' initiative as we try to shine a light during these dark times."

Every performance will be played on [Facebook Live](#) @RaisingCanesChickenFingers. For the performance schedule and more information about Raising Cane's Virtual Entertainment Series, visit <https://raisingcanes.com/virtualentertainment>

Raising Cane's always operates with the highest standards of food safety, cleanliness and health, and recently, its restaurants have taken even greater measures. Restaurants will continue to serve Customers via drive-thru while practicing proper social distancing.

Founded by Todd Graves in 1996 and named for his yellow Labrador, Raising Cane, the rapidly growing company has consistently been ranked among the top restaurants for Overall Customer Satisfaction based on food quality, customer service, cleanliness and other important factors. Raising Cane's has also been named a Top 10 brand for craveability and overall reputation and was recognized for having the Most Loyal Guests – known as "Caniacs" – in the fast-casual segment in Technomic's 2018 Consumers' Choice Awards.

#### **ABOUT RAISING CANE'S®:**

Founded by Todd Graves in 1996 in Baton Rouge, La., RAISING CANE'S CHICKEN FINGERS has more than 500 restaurants in 27 states, Bahrain, Kuwait, Saudi Arabia and the United Arab Emirates with multiple new restaurants under construction. The company has ONE

LOVE®—quality chicken finger meals—and is continually recognized for its unique business model and customer satisfaction. Raising Cane’s vision is to have restaurants all over the world and be the brand for quality chicken finger meals, a great crew, cool culture and active community involvement.

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