



## **JOE'S CRAB SHACK RAISES MORE THAN \$1 MILLION TO HELP END CHILDHOOD HUNGER IN AMERICA**

*Guests join national seafood restaurant to support annual No Kid Hungry® event*

**(HOUSTON)** Oct. 10, 2013 – From Oceanside, Calif., to Deptford, N.J. – and everywhere in between – team members at [Joe's Crab Shack's](#) 135 locations worked tirelessly to raise nearly \$1.1 million during the month of September for Share Our Strength's No Kid Hungry campaign. Share Our Strength estimates that Joe's donation will help provide more than 10 million meals to children who are struggling with hunger in this country.

"Joe's set a goal of raising at least \$1 million to fight a crisis that threatens our nation's future," said Jim Mazany, Joe's Crab Shack president and 2013 chair of the Share Our Strength's Dine Out For No Kid Hungry Advisory Board. "Our team and our guests answered the call in a huge way, exceeding our goals and touching the lives of millions of children across America."

As a national partner and leading fundraiser for No Kid Hungry, Joe's rallied communities, guests and team members all month long to join in the fight against childhood hunger. Guests donated in increments ranging from \$1-\$10 in exchange for coupons redeemable for various menu items. Local general managers added to the fun – demonstrating their 100% Shore attitude – with fundraising events ranging from crab boils, beanbag-toss events, dunk tanks and more. Joe's locations throughout the country held more than 200 fundraising events in September in hopes of ending childhood hunger in America. A longtime supporter of the cause, Joe's has raised more than \$3.3 million for No Kid Hungry since 2008.

"We want to thank Joe's amazing team of passionate staff who worked hard to spread the No Kid Hungry message and their devoted guests who gave so generously to the effort. Their dedication to our goal of eliminating childhood hunger is inspiring," said Share Our Strength founder and Chief Executive Officer Billy Shore.

### **About Share Our Strength's No Kid Hungry® campaign**

No child should grow up hungry in America, but one in five children struggles with hunger. Share Our Strength's No Kid Hungry® Campaign is ending childhood hunger in America by ensuring all children get the healthy food they need, every day. The No Kid Hungry campaign connects kids in need to effective nutrition programs like school breakfast and summer meals and teaches low-income families to cook healthy, affordable meals through Cooking Matters. This work is accomplished through the No Kid Hungry network, made up of private citizens, public officials, nonprofits, business leaders and others providing innovative hunger solutions in their communities. Join us at [NoKidHungry.org](http://NoKidHungry.org).

### **About Joe's Crab Shack**

Founded in Houston in 1991, Joe's Crab Shack brings its fresh seafood, authentic flavors and Southern flair to more than 135 locations in more than 30 states. Joe's menu is "100% Shore," featuring more than 25 crab items in addition to fish, lobster, mussels, clams and shrimp. The company supports causes in every neighborhood it serves and is a national partner in Share Our Strength's No Kid Hungry® Campaign, which is working to end childhood hunger in America. Joe's is a member of the Ignite Restaurant Group (NASDAQ:IRG) portfolio of restaurants. For more information, go to [www.joescrabshack.com](http://www.joescrabshack.com).