

Synq in the News

CKE Reaches \$1 Million Goal in Breast Cancer Fight

September 21, 2009

CKE Restaurants Inc. announced it reached its goal of raising \$1 million for breast cancer programs and awareness through its “Pink Star” fundraising campaign. During the three-week, in-store fundraiser that began in April, guests at Carl’s Jr. and Hardee’s restaurants across the U.S. donated to the campaign in support of the National Breast Cancer Foundation (NBCF).

For each \$1 donation, restaurant guests received a commemorative pink Happy Star to personalize and place on a restaurant lobby display. The piece combined the icon for both the Carl’s Jr. and Hardee’s restaurant chains with the color pink to represent hope and awareness for the plight of those fighting breast cancer. Guests also received coupons to use toward future visits. Synq Solutions Inc. of Atlanta donated the cost of all printed materials related to the Pink Star program.



On hand for the check presentation are Mike Snyder, CEO Synq Solutions; Tara Lindstrom, SFA; Simon Meachin, Exec VP Retail Synq Solutions; Lee Staak, IHFA; Janelle Hail, NBCF; Neal Hail, NBCF; Daljit Hundal, SFA, Mike Murphy, CKE Restaurants