

White Spot Restaurants

A Division of White Spot Limited



For immediate release

August 23rd, 2010

Pirate Pak Day an overwhelming success with \$40,822 raised for the Zajac Ranch for Children

On August 18, White Spot donated \$2 from every kids and adult Pirate Pak sold to help deserving children go to summer camp

VANCOUVER – Adults looking to relive their childhood came en masse to White Spot restaurants to help celebrate Pirate Pak Day where for the first time in history, the Pirate Pak was offered to everyone, not just kids. Through Pirate Pak sales and donations, a total of \$40,822 was raised for the Zajac Ranch for Children - a longtime B.C. charity dedicated to giving children with life-threatening illnesses and chronic disabilities a chance to enjoy an extraordinary summer camp experience.

“We wanted to build upon previous Pirate Pak Day successes by offering a special edition “adult” version of the Pirate Pak” said Warren Erhart, President of White Spot. “We were overwhelmed by the response and because of our guest’s generosity, more kids will be able to enjoy all the horseback riding, kayaking and water sports that Zajac Ranch has to offer!”

There was an undeniable energy amongst staff and guests throughout the day as adults embraced their inner child by ordering a Pirate Pak. Some even got into the spirit by dressing up as pirates! People all over B.C. expressed their excitement on Twitter and Facebook:

- *“About to eat an "adult Pirate Pak" at White Spot!! Careful folks, it's rated "yarr"!”*
- *“Today is Pirate Pak Day! Get your puffy shirt, slap a parrot on your shoulder & head to White Spot!!!”*
- *“I’ve waited my entire adult life for this day!”*
- *“You know you’re from BC when you jump at the chance for an adult Pirate Pak from White Spot!!”*
- *“My Pirate Pak just arrived - yummy! Got yours yet? Support Zajac Ranch at White Spot today!”*

“We are absolutely thrilled with the contribution from White Spot!” said Mel Zajac, founder of the Zajac Ranch for Children. “We want to thank everyone who took part in

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Pirate Pak Day. Because of you, so many children's lives will be enriched through our camp program."

About White Spot

Headquartered in Vancouver, British Columbia, White Spot is a B.C. legend. Founded in 1928, when Nat Bailey launched Canada's first drive-in restaurant at Granville and 67th, the 82-year-old chain now sees more than 17 million guests annually at 118 White Spot and Triple O's locations throughout B.C. and Alberta. Bailey's original vision was to build a restaurant that served the highest quality, unique tasting food and White Spot remains committed to continuing this tradition in each and every meal.

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