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National Press Release

Reminder: National Root Beer Float Day is This Sunday, August 6

A&W® Restaurants, DAV® Join Forces to Give Away Free Floats, Raise Money for America's Veterans

August 02, 2017 08:00 AM Eastern Daylight Time

LEXINGTON, Ky.--(BUSINESS WIRE)--A&W Restaurants nationwide are partnering with DAV (Disabled American Veterans) to celebrate National Root Beer Float Day, Sunday, August 6. Root Beer lovers can participate in the festivities using hashtag #RootBeerFloatDay.

#RootBeerFloatDay is Aug 6. Visit your local A&W for a free small Float with purchase & donate to @DAVHQ

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All day long participating restaurants will give away free small Root Beer Floats with any purchase. For the first time, A&W will raise money for [DAV](#), which supports more than one million veterans every year. A&W patrons will be encouraged to contribute to DAV during the celebration. Donations also can be made online at <https://www.awrestaurants.com/rootbeerfloatday>.

"There is nothing more 'All American' than Root Beer Floats," said A&W CEO Kevin Bazner. "It just seems fitting that as we commemorate this treat, we also thank and help American veterans who gave so much to our country. We're very pleased to be working with DAV, which like A&W, has been a part of America for nearly 100 years." Bazner noted that A&W Root Beer was introduced at a parade honoring returning World War I veterans in 1919.

This is the fifth annual National Root Beer Float Day celebration. So far, A&W has raised \$550,000 for veterans' service organizations. It hopes to raise another \$150,000 for DAV during this year's event.

"DAV's ability to fulfill the promises made to men and women who served is dependent upon the commitment and generosity of companies like A&W," said Marc Burgess, DAV National Adjutant and CEO. "We are delighted to welcome such a beloved American brand as a new partner."

Multimedia: <http://awrestaurants.com/press>

About A&W

America's first and oldest restaurant chain, A&W still makes Root Beer fresh in the restaurants from real cane sugar, water and a proprietary blend of herbs, bark, spices and berries that are served in a frosty mug alongside burgers, fries, hand-breaded chicken tenders and other All American Food® favorites. There are 1,100 locations worldwide.

About DAV

DAV empowers veterans to lead high-quality lives with respect and dignity. It is dedicated to a single purpose: fulfilling our promises to the men and women who served. DAV, a non-profit organization with 1.3 million members, was founded in 1920 and chartered by the U.S. Congress in 1932.

Contacts

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