



# Long John Silver's Batters Up With New Onion Rings Promo To Benefit Children's Miracle Network

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September 26th is FREE Onion Ring Day; Customers Donating to Children's Miracle Network Hospitals Receive FREE Onion Rings

LOUISVILLE, KY -- (September 19, 2012) --- Louisville-based Long John Silver's seafood restaurants will kick-off the promotion of its new signature, hand-cut onion rings by proclaiming Wednesday, September 26th "FREE Onion Rings Day." Customers who visit any participating Long John Silver's restaurant will receive FREE onion rings when they make a minimum \$1 donation to Long John Silver's national charity partner, Children's Miracle Network Hospitals® (CMN Hospitals).

Long John Silver's new onion rings are made with fresh, hand sliced onions dipped in Long John Silver's famous batter and quick fried to a crisp and crunchy golden brown. Long John Silver's new onion rings will be part of its sides menu and available as an option for all lunch and dinner combos.

"We are delighted to offer this tasty new treat as part of our delicious menu," said Long John Silver's President and CEO Mike Kern. "Our new onion rings are proving to be a real crowd pleaser and the perfect fit for our full range of menu selections. Helping CMN Hospitals is our way of sharing the benefits of such a great new idea."

Children's Miracle Network Hospitals is an international charitable organization that increases funds and awareness for 170 local children's hospitals across North America, which, in turn, use the money where it's needed the most. The Children's Miracle Network Hospital in Louisville is Kosair Children's Hospital.

"We are so appreciative of Long John Silver's continuing partnership with our organization," said John Lauck, president and CEO of CMN Hospitals. "Their nationwide support and customers' generosity will make a tremendous difference, allowing our hospitals to fund life-saving treatments, medical equipment and charitable care for millions of kids. We hope everyone can make it out to FREE Onion Rings Day and enjoy an order in support of their local member

hospital.”

In addition to FREE Onion Rings Day, Long John Silver’s will be supporting Children’s Miracle Network Hospitals through October with the purchase of Miracle Balloon icons at the register. Customers contributing to the Network will receive personalized in-store recognition and a valuable product coupon for each \$1 donation.

For more information about FREE Onion Rings Day and other Long John Silver’s promotions, please visit [www.ljsilvers.com](http://www.ljsilvers.com). To learn more about Children’s Miracle Network Hospitals and to find your local member hospital, visit [www.CMNHospitals.org](http://www.CMNHospitals.org).

#### About Long John Silver’s

Long John Silver’s was founded in Lexington, KY in 1969 and moved its international headquarters to Louisville in 2003. Long John Silver’s provides franchise services, food innovation and marketing support to more than 1,300 Long John Silver’s restaurants located throughout the United States and in Asia. With more than 8,400 employees worldwide, Long John Silver’s is America’s largest quick serve seafood chain. For more information, please visit [ljsilvers.com](http://ljsilvers.com).

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