NEWS RELEASE

Chili's Create-A-Pepper Program Returns, Celebrating 22 Years of Partnership with St. Jude Children's Research Hospital®

2024-09-03

Chili's Create-A-Pepper Program, which has aided in raising over $110 million to date, returns to raise funds and awareness for the treatment, research and care of St. Jude patients throughout September

DALLAS, Sept. 3, 2024 /PRNewswire/ -- Today, **Chili's® Grill & Bar** announces the return of its longstanding Create-A-Pepper program – continuing its partnership of over two decades with **St. Jude Children's Research Hospital®**. This month, in support of Childhood Cancer Awareness Month, guests can visit their local Chili's to purchase a Create-A-Pepper coloring sheet where 100% of the proceeds will go to St. Jude, supporting its mission of advancing treatment and research for cancer and other life-threatening diseases.

"At the heart of Chili's is making everyone feel special, and our partnership with St. Jude is one of the most special, impactful ways we connect with our communities," said Chili's Chief Marketing Officer, George Felix. "Our guests and team members have blown me away with their generosity over the years, donating over $110 million to support St. Jude patients and their families. I'm incredibly proud and cannot wait to see our guests coloring peppers for such a great cause."

Through the end of September, guests can visit their local Chili's to purchase a Create-A-Pepper coloring sheet for a $1, $5, $10 or $25 donation. Every dollar goes straight to St. Jude, advancing treatment research and ensuring that no family ever receives a bill from St. Jude for treatment, travel, housing or food. The completed designs will then adorn Chili's walls for everyone to see, inspiring other Chili's guests to create their own.

"We are incredibly grateful for the longtime support of our great friends at Chili's and its guests, who help St. Jude extend its mission globally while providing families with cutting-edge treatment and care," said Richard C. Shadyac Jr., President and CEO of **ALSAC**, the fundraising and awareness organization for St. Jude Children's Research Hospital. "Just this year, we recognized this 22-year partnership and exemplary service to St. Jude by naming Chili's the 2024 St. Jude Corporate Champion – a well-deserved honor. Thanks to Chili's and its guests, St. Jude can help more of the 400,000 children around the world who develop cancer and other life-threatening diseases every year."

The Chili's Create-A-Pepper program began in 2002 when Memphis-area Chili's Team Members started the first version of the Create-A-Pepper campaign as a unique way to give back to their community in the hometown of St. Jude. What started with a $14,000 donation has now grown into more than $110 million raised for St. Jude. Since then, Chili's has led countless fundraising initiatives to help accelerate research and treatment by St. Jude.

To learn more about Create-A-Pepper, please visit **chilis.com/st-jude**, and to Create-A-Pepper, visit a **Chili's location** near you.

About Chili's® Grill & Bar

Hi, welcome to Chili's! We are a leader in the casual dining industry and the flagship brand of Dallas-based Brinker International, Inc. (NYSE: EAT). We are known for our big mouth burgers, Chicken Crispers®, full-on sizzling fajitas, and hand-shaken margaritas. We take our food seriously – but not ourselves – because dining out should feel like a celebration even if there is nothing to celebrate. Our passion is making everyone feel special, and every day, our ChiliHeads make it their job to spread #ChilisLove across almost 1,600 restaurants in 27 countries and two territories. And Chili's cares. We host local Give Back Events to support kids, education, and hunger and have raised more than $110 million benefiting St. Jude Children's Research Hospital through generous Guest donations. Find more information about us at **chilis.com**, follow us on **Twitter** or **Instagram**, like us on **Facebook**, or join us on **TikTok**.

About St. Jude Children's Research Hospital®

St. Jude Children's Research Hospital is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. Its purpose is clear: Finding cures. Saving children.® It is the only National Cancer Institute-designated Comprehensive Cancer Center devoted solely to children. When St. Jude opened in 1962, childhood cancer was largely considered incurable. Since then, St. Jude has helped push the overall survival rate from 20% to more than 80%, and it won't stop until no child dies from cancer. St. Jude shares the breakthroughs it makes to help doctors and researchers at local hospitals and cancer centers around the world improve the quality of treatment and care for even more children. Because of generous donors, families never receive a bill from St. Jude for treatment, travel, housing or food, so they can focus on helping their child live. Visit **St. Jude Inspire** to discover powerful St. Jude stories of hope, strength, love and kindness. Support the St. Jude

mission by donating at **stjude.org**, liking St. Jude on **Facebook**, following St. Jude on **X**, **Instagram**, **LinkedIn** and **TikTok**, and subscribing to its **YouTube** channel.

View original content to download multimedia:**https://www.prnewswire.com/news-releases/chilis-create-a-pepper-program-returns-celebrating-22-years-of-partnership-with-st-jude-childrens-research-hospital-302235302.html**

SOURCE Chili's Grill & Bar

media.requests@brinker.com