2011 Create-A-Pepper Fact Sheet

- Each September during National Childhood Cancer Awareness month, Chili's® Grill & Bar kicks off the *Create-A-Pepper to Fight Childhood Cancer* campaign, a nationwide fundraiser for longtime charitable partner, St. Jude Children's Research Hospital®.

- In 2006, Chili's announced plans to donate $50 million over a 10-year period which once completed, will be the largest donation from a single partner campaign in the history of St. Jude. In honor of this partnership, a state-of-the-art research and patient care center named the Chili's Care Center, was completed on the St. Jude campus in November 2007.

- Throughout the Create-A-Pepper campaign, guests at participating locations nationwide can support the lifesaving work of St. Jude through several in-restaurant, digital and interactive promotions including:

    - Making a donation to St. Jude by decorating a Create-A-Pepper coloring sheet. Decorated sheets will be displayed in restaurants throughout September;

    - Purchasing a HOPE slap band for $4*;

    - Purchasing a Create-A-Pepper T-shirt for $12*;

    - Becoming a fan and donate through the Create-A-Pepper tab on Chili's Facebook page;

    - Staying informed about the Create-A-Pepper campaign by following the brand on Twitter @Chilis;

    - Dining at Chili's on Monday, Sept. 26, when Chili's will donate 100 percent of profits from restaurant sales to St. Jude.

- New this year is Pass-A-Pepper for Hope, an incentive program which encourages guests' friends and family to donate to St. Jude online through a unique online code. The more donations a guest earns, the more incentives they receive, including free Chili's food. Full details can be found at www.createapepper.com.

- Guests can also participate in the campaign by visiting www.createapepper.com to make an online donation or decorate an interactive coloring sheet.

- To date, Chili's has donated more than $35 million to St. Jude.

**at least 45 percent of the purchase price of each slap band and T-shirt sold will be donated to St. Jude*