

**FOR IMMEDIATE RELEASE**

Martha's Village and Kitchen  
83791 Date Avenue  
Indio, CA 92201  
<http://marthasvillage.org>

Media Contact:  
Kimberly Stauffer  
[kstauffer@marthasvillage.org](mailto:kstauffer@marthasvillage.org)  
760-347-4741 ext. 116



Press Photos: <https://marthasvillage.org/media-resources/>

**Carl's Jr. Hosted Month Long Giving to Help End Hunger in the Coachella Valley**

Coachella Valley Carl's Jr. locations came together this November for a month long campaign to help build awareness of Martha's Village and Kitchen and to support their efforts in ending hunger for our local neighbors in need.

For each \$1 donation, restaurant patrons received a "pin up," to personalize and place on display in the lobby of the restaurant. Donors also received a coupon for a free, small drink with any purchase. This campaign coincided with Hunger and Homelessness Awareness Week, which is an annual program where people come together to draw attention to the problems of hunger and homelessness, and to make a difference.

Throughout the month, Martha's Village and Kitchen staff visited the local restaurants to support and encourage the campaign. With help from management and staff, thousands of individuals participated in the cause.



“Martha’s Village and Kitchen is a great organization that helps others in our local community. It was an honor and pleasure for Carl’s Jr. to partner with them again this year to help end hunger and homelessness in the Coachella Valley,” said Carl Karcher, President of CLK, Inc., A Carl’s Jr. Franchise. “Our restaurant locations, staff and the community all came together to support this great organization and cause. “

The campaign and partnership between Carl’s Jr. and Martha’s Village and Kitchen allows people to give back to local families and individuals who are in need. Together, 14 locations, with help from CLK, Inc., made a donation of \$16,000 to Martha’s Village and Kitchen this week.

"We are so thrilled to partner with CLK, Inc., which is the company that operates the Coachella Valley's Carl's Jr. Restaurants, once again," said Stephanie Minor, Executive Vice President of Martha's Village and Kitchen. "CLK Inc. is a company that cares, and they have the ability to make positive things happen. We are grateful for their support and their help with trying to end poverty and homelessness here in the Valley."



### **About CLK, Inc. and Carl's Jr.**

CLK, Inc. operates a chain of Carl's Jr. franchisee restaurants. The company was founded in 1985 and is based in Thousand Palms, California.

Carl's Jr.® is known for pioneering incredible quality, iconic American burgers at affordable prices. Carl's Jr. is also known for their one-of-a-kind premium menu items such as 100 percent

Black Angus Thickburgers®, Made from Scratch™ Biscuits and Hand-Breaded Chicken Tenders™. The Carl's Jr. brand continues to deliver substantial and consistent growth in the U.S. and overseas. To find out more about Carl's Jr. click the link below.

### **About Martha's Village and Kitchen**

Martha's Village and Kitchen is one of the largest providers of homeless services in the Coachella Valley and Riverside County. Over a quarter of a million meals are provided by Martha's to those in need each year. Martha's Village and Kitchen offers programs based on the nationally recognized "continuum of care model." Programs include Residential Transitional Housing, Food Services, Children's Services, Career and Education, Healthcare, Case Management and Emergency Assistance. Martha's Village and Kitchen serves neighbors in need by responding to their needs with food, clothing, shelter and an opportunity to become self-sufficient by affirming their dignity with Respect, support and compassion.