



Valenti Southeast has chosen **St. Jude Children's Hospital** as its primary fundraising initiative. **Pepper in Some Hope** is the name of the campaign that takes place each September to raise money for St. Jude.

November 14, 2007 marked the national grand opening of the Chili's Care Center on the St. Jude Campus in Memphis, TN. The Care Center, which will house the major treatment and research programs for brain tumor and bone marrow transplant patients, was made possible by donations from Chili's annual Create-A-Pepper to Fight Childhood Cancer campaign.

Create-A-Pepper grew out of a local fundraising campaign for St. Jude in 2002 and became a national campaign in 2004. The campaign offers guests the opportunity to donate to St. Jude by customizing a signature Chili's pepper coloring sheet.

Valenti has supported St. Jude since 2004 by participating in the Create a Pepper program. Restaurants sell color sheets, T-shirts, dog tags, and key chains. Restaurants also participate in the "Donate the Profit Day" in which all profits on one day in September are donated to St. Jude.

Funds raised from the campaign contribute to Chili's 10-year plan to donate \$50 million for the construction of the Chili's Care Center.

