

WWP News & Media: Veteran Group Outings, Charity Events, Helping Vets

McAlister's Deli's Largest Franchisee Launches Cookies for a Cause Campaign in Support of Wounded Warrior Project

DALLAS, Nov. 1, 2017 /[PRNewswire-USNewswire](#)/ --To raise support for Wounded Warrior Project® (WWP), The Saxton Group, the largest McAlister's Deli® franchisee, will kick off the next iteration of its Cookies for a Cause campaign. Throughout November, select McAlister's Deli restaurants in Texas, Oklahoma, Kansas, Missouri and Iowa will sell cookies with camouflage and gold star sprinkles, with 50 cents of each cookie sold benefitting the warriors WWP serves.



“While we’re known for our McAlister’s Famous Sweet Tea™, our cookies are just as sweet, and this cause makes them even sweeter,” said The Saxton Group, LLC co-CEO Adam Saxton. “We have locations next to some of the country’s biggest military bases and have always supported our nation’s bravest. Additionally, we’re proud to have a number of veterans and reservists working in our restaurants. This campaign is our way of honoring the heroes who form an important part of our customer and employee base.”

Limited edition WWP cookies will be sold from Nov. 1 through Nov. 30, 2017. For a list of locations, visit <http://www.thesaxtongroup.com/locations>. McAlister’s Deli is recognized in the top 25 of the 2017 “Entrepreneur Franchise 500.” FastCasual.com has recognized the brand on its “Top 100 Movers and Shakers” list of 2015, 2016 and 2017.

“Wounded Warrior Project has served over 100,000 warriors, caregivers, and family members because of the generosity of our supporters,” said WWP CEO Lt. Gen. (Ret.) Mike Linnington. “We’re extremely grateful that The Saxton Group is stepping forward to join our mission to honor and empower Wounded Warriors. Their Cookies for a Cause campaign will give us the fuel needed to continue connecting wounded veterans with services that empower them to live their lives on their terms, at no cost.”

To learn more about how donors fuel WWP’s programs and services that connect, serve, and empower wounded warriors, visit <https://newsroom.woundedwarriorproject.org>.

Contact: Mattison Brooks – Public Relations

Email: mbrooks@woundedwarriorproject.org

Phone: 904.451.5590

About Wounded Warrior Project

Wounded Warrior Project® (WWP) connects, serves, and empowers wounded warriors. Read more at <https://www.woundedwarriorproject.org/mission>.

For further information: Mattison Brooks - Public Relations, Email: mbrooks@woundedwarriorproject.org, Phone: 904.451.5590

Additional assets available online: [Photos \(1\)](#)

<https://newsroom.woundedwarriorproject.org/2017-11-01-McAlisters-Deli-Launches-Cookies-for-a-Cause-Campaign-in-Support-of-Wounded-Warrior-Project>