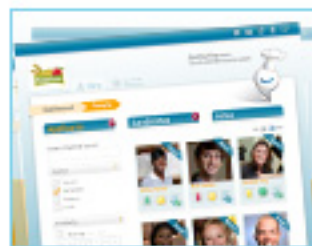


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## Wendy's announces Veterans Advantage discounts

Tags: Food & Beverage, Marketing / Branding / Promotion, Operations Management, Social Responsibility  
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Wendy's and Veterans Advantage have partnered for a national military family initiative, providing all Veterans Advantage members special discounts throughout the year on popular Wendy's menu items including hamburgers and chicken sandwiches.

"We're honored to be able to give back to the men and women who have given so much to all of us through their military service," said Emil Brolick, president and chief executive officer, The Wendy's Company. "Our deep appreciation for their service fuels our commitment to hiring veterans and lending support to programs like Veterans Advantage."

Special offers for Veterans Advantage members include single savings coupons for premium hamburgers, chicken sandwiches, salads and Frosty dairy desserts.

Also, on Veteran's Day Nov. 11, special coupons will also be distributed to Veterans Advantage members for Memorial Day, Flag Day, Independence Day and Patriot Day.

Veterans Advantage Card members will be able to access these special offers through "Members Only" at VeteransAdvantage.com. There, they will be able to opt in to a special Veterans Advantage-co-branded edition of the WendyMail loyalty program, through which these special offers will be delivered to them throughout the year.

Read more about [special promotions](#).

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