



For Immediate Release

August 14, 2013

**RAISING CANE'S® TO DONATE 100% OF PROFITS
TO HELP OF SOUTHERN NEVADA ON LABOR DAY**

BMX star and television personality Ricardo Laguna to appear for meet and greet

Las Vegas – 100% of Labor Day profits from all six Raising Cane's® Las Vegas locations will be donated to [HELP of Southern Nevada](#).

Additionally, on Labor Day, September 2, from 9 a.m. until 4 p.m., guests at the S. Las Vegas Boulevard (S. Las Vegas Blvd. and Warm Springs) location will receive a raffle ticket with the purchase of their meal for the chance to win a children's bike from DK Bicycles autographed by BMX star and television personality Ricardo Laguna.

A meet and greet with Laguna will also be held from 4 to 5 p.m. at the Raising Cane's® S. Las Vegas Boulevard location with the first 50 attendees receiving an autographed poster. The lucky raffle prize winner will be announced at the end of the event. Guests must be in attendance to win.

Tweet It: Eat at any [#Vegas @Raising_Canes](#)® 9/2 to benefit [@helpsonv](#) & meet [#BMX/TV star @Ricardo_Laguna](#) at 7550 S. LV Blvd 4 p!

About Raising Cane's® Chicken Fingers:

Founded by Todd Graves in 1996 in Baton Rouge, La., RAISING CANE'S CHICKEN FINGERS has more than 125 Restaurants in 16 states with new restaurants under construction. The company has ONE LOVE®—quality chicken finger meals—and is continually recognized for its unique business model and customer satisfaction. RAISING CANE'S® vision is to have restaurants all over the world and be the brand for quality chicken finger meals, a great crew, cool culture, and active community involvement.

Since opening its first store in Las Vegas in 2006, the Micatrotto Restaurant Group (MRG) now has six Raising Cane's Chicken Fingers locations throughout the Las Vegas Valley and entered the Arizona market in September 2011. More information on Raising Cane's is available at

www.raisingcanes.com. For more information about the Las Vegas Raising Cane's locations and/or MRG, visit www.ILOVECANES.com.

About HELP of Southern Nevada:

HELP of Southern Nevada operates nine departments, consists of 97 employees and serves more than 103,000 unduplicated clients each year. The services HELP provides assist low-income families, homeless teens and adults among other individuals, to become more self-sufficient through direct services, trainings and referrals. Programs available include Shannon West Homeless Youth Center, Emergency Resources, Weatherization, Community Alternative Sentencing, Work Opportunities Readiness Center, Holiday Assistance, Nevada 2-1-1 and Homeless Outreach. For more information, call HELP of Southern Nevada at 702-369-4357 or visit www.helpsonv.org.

For More Information

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