



KRISPY KREME® Celebrates Educators with FREE ‘Straight A Dozen’ Aug. 11 and Free Coffee & Doughnuts for Teachers All Week, Aug. 10-14

August 5, 2020

Krispy Kreme introduces Educator Appreciation Week to “A”cknowledge all educators helping make this schoolyear possible

WINSTON-SALEM, N.C. (Aug. 5, 2020) – With this year’s back-to-school season presenting unprecedented challenges, *Krispy Kreme* will show its sweet appreciation for educators from all walks of life the week of Aug. 10 with its “Educator Appreciation Week,” including a FREE limited-time “Straight A Dozen.”

“Education is going to be very different this schoolyear and more challenging and important than ever. From teachers and tutors to parents and coaches we want to thank everyone who is helping our kids to keep learning in these tough times no matter where the ‘classroom’ is,” said Dave Skena, Chief Marketing Officer for *Krispy Kreme*.

On “Straight A Tuesday,” Aug. 11, *Krispy Kreme* will give a FREE limited-time “Straight A Dozen” with every pickup, drive-thru, or delivery order with the purchase of any dozen, encouraging fans to acknowledge educators making a difference in their lives by gifting them doughnuts. Each “Straight A Dozen” includes three “Straight A” Doughnuts, filled with classic Kreme™, dipped in chocolate icing, topped with sprinkles and decorated with “A+,” lined up in a row, along with nine Original Glazed doughnuts. The dozen offer will be available at participating *Krispy Kreme* shops and drive-thrus as well as through *Krispy Kreme* delivery within 10 miles of shops.

Additionally, all week Aug. 10-14, teachers and can stop by participating *Krispy Kreme* shops for one FREE Original Glazed® Doughnut and a regular sized drip coffee by showing a school employer badge, available through drive-thru and in-shop takeout.

To support schools and community organizations in need of funding all year, *Krispy Kreme* is also introducing an enhanced fundraising program. Available now through Aug. 31, new contactless fundraising will be available through Digital Dozens – e-certificates redeemable at shops for one dozen Original Glazed doughnuts – for schools and other organizations looking to raise some dough. Learn more at www.krispykreme.com/fundraising.

For more information regarding *Krispy Kreme’s* Educator Appreciation Week, please visit www.krispykreme.com/promos/educatorappreciation.

About Krispy Kreme Doughnut Corporation

Krispy Kreme Doughnut Corporation is a global retailer of premium-quality sweet treats, including its signature Original Glazed® doughnut. Headquartered in Winston-Salem, N.C., the company has offered the highest-quality doughnuts and great-tasting coffee since it was founded in 1937. Krispy Kreme Doughnuts is proud of its Fundraising program, which for decades has helped non-profit organizations raise millions of dollars in needed funds. Krispy Kreme doughnuts can be found in approximately 12,000 grocery, convenience and mass merchant stores in the U.S. The Company has nearly 1,400 retail shops in 33 countries. Connect with Krispy Kreme Doughnuts at www.KrispyKreme.com, or on one of its many social media channels, including www.Facebook.com/KrispyKreme, and www.Twitter.com/KrispyKreme.

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