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Wendy's To Unveil Innovative Restaurant Design in Athol, MA

Springfield, MO, (September 13, 2017) – Wendy's has plans to open a new restaurant in Athol before the end of the year. A ceremonial groundbreaking took place on Friday, September 8, welcomed by Selectmen Stephen Raymond and Holly Young, and Town Manager Shaun A. Suhoski,

With a revitalized décor, comfortable seating and other amenities, guests will enjoy a stunning new Wendy's experience when they visit the new restaurant located off Route 2A near Exit 18 for Route 2 near North Quabbin Commons.

"This restaurant has bold curb appeal and features a compelling, innovative interior and exterior design," said Mike Hamra, President & CEO of Hamra Enterprises. "The new location will be exciting with increased natural lighting and more comforts which I know our guests should enjoy"

Reimaging restaurants is part of a multi-year strategy that began in 2011 to reinvigorate Wendy's and to enhance the total customer experience—that means enhancing customer service and evolving our facilities to create a more contemporary and welcoming dining environment.

The newly reimaged buildings feature bold curb appeal, new signage and a contemporary design with large windows that allow an abundance of natural light. The interior offers multiple seating options, Wi-Fi, a TV and a fireplace.

These projects differentiate Wendy's in the quick service space and have created new restaurant jobs and economic growth through construction and development in our local communities such as Athol.

About Hamra Enterprises

[Hamra Enterprises](http://HamraEnterprises.com) is a Wendy's franchisee with 35 restaurants in New England. It is a dynamic organization owned and founded in 1975 by the Hamra family. The company's headquarters is in Springfield, Missouri and includes six companies with over 5,000 employees in five states; Missouri, Illinois, Massachusetts, New Hampshire, and Texas. Hamra Enterprises is committed to providing the highest quality products and services within the hospitality industry, creating exceptional experiences for people and communities by engaging each of its restaurant neighborhoods through community service, fundraising, and other philanthropic partnerships such as The Dave Thomas Foundation for Adoption, Boston Children's Hospital, St. Jude's Children's Research Hospital, Make-A-Wish of Illinois, and Children's Miracle Network Hospitals. Additional information is available on hamraenterprises.com