

Marshall County Family Resource Network, Inc.



www.marshallcountyfrn.com

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Wendy's and Primary Aim LLC First Presenting Sponsorship of the Marshall County Winter Carnival

MOUNDSVILLE – The Marshall County Family Resource Network announced that Primary Aim LLC, owner of the Wendy's of Moundsville and 28 other Wendy's restaurants in Ohio and West Virginia, is sponsoring the "Wendy's Winter Blast" Tiny Trot Race for the 2009 Marshall County Winter Carnival.

Wendy's will be the event sponsor of the inaugural tiny-trot race, which is open to all children up to five years old. The tiny-trot race will open the Marshall County Winter Carnival at noon on Thursday, Dec. 31 on Jefferson Avenue.

"For our inaugural Tiny Trot race, we are thrilled to have the support of Wendy's," said Marshall County FRN executive director Stacie Dei. "As one of our community partners, we have worked together on numerous collaborative projects and they are a great asset to our community."

There are plenty of events and fun-filled activities that are planned for the Winter Carnival, including live music, children's games and entertainment. Like last year, the Winter Carnival will conclude after dusk with a fireworks show above Moundsville.

The 2009 Winter Carnival follows the success of the first Winter Carnival in 2008, which drew 1,500 people to downtown Moundsville on Dec. 31. The Marshall County FRN is planning to expand the event for 2009.

"We're proud to be a part of the 2009 Marshall County Winter Carnival, and the Wendy's Winter Blast Tiny Trot Race," said Tim Thompson, chief operating officer of Primary Aim LLC. "For us, it's important to build partnerships and be a part of the Marshall County community."

Primary Aim LLC is owned by brothers Ben and Tim Thompson. Primary Aim began operations in 1999 with the purchase of the Barnesville, Ohio, Wendy's. In 2003, it expanded its business with the purchase of the Wendy's in Cadiz, Ohio. In 2008, the company acquired 27 stores owned by Wendy's Management Group. Primary Aim now owns and operates 29 Wendy's restaurants in Ohio and West Virginia, and employs 1,000 people.

The Marshall County FRN is a not-for-profit organization that builds community partnerships to make Marshall County a better place to live and work. The FRN's key efforts focus on substance abuse prevention, health and wellness, and community development. It can be reached at (304) 845-3300 or on the Web at marshallcountyfrn.com.