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## **FOR IMMEDIATE RELEASE**

### **Soifer Family McDonald's Donates \$50,000 to Cedar River Park Project**

Soifer Family McDonald's is thrilled to announce a donation of \$50,000 to Waverly's Cedar River Park Project. Owners Scott and Lisa Soifer along with children Vivian, Ross, and Theodore were on hand to present the check to Waverly Mayor Adam Hoffman, Taskforce Chair Jeremy Langner, and Athletic Fields Maintenance Specialist Greg Westendorf. Owner/Operator Scott Soifer said:

Community and Family are two of our core values at Soifer Family McDonald's. Being a welcoming place where people in our community can gather, whether to discuss life over a cup of coffee or to celebrate a little league win with a McFlurry is an important part of how we live our values every day. However, we also strive to support organizations that build upon our values by strengthening the community and families. There is no doubt in my mind that Cedar River Park will make Waverly a better place to live and visit and this entire project has youth and families at its core.

I know that restrooms and concessions stands are not the easiest to raise funds for, they don't get people excited or emotional... but I also know that these are the details that will really complete the project and will allow the dream to come to life. We are thrilled that we are able to step up and help bring the fundraising closer to the finish line and we hope this donation will encourage others as well.

The park is in the heart of Waverly and once completed will house 8 ball diamonds for youth of all abilities to play baseball and softball. Cedar River Park will also include accessible concessions and bathrooms, a bike path, and an inclusive playground structure. Fundraising for the project is nearing completion, with over 84% of the 1.2 million dollar goal funded.

Soifer Family McDonald's restaurants are owned and operated by Scott and Lisa Soifer. Scott is the 2<sup>nd</sup> generation in his family to operate McDonald's restaurants; he began working at a very young age cleaning tables and mowing the lawn. Scott continued learning each position, eventually becoming a Restaurant Manager and earning the prestigious Ray Kroc award, as he completed his degree at the University of Northern Iowa.

Today Soifer Family McDonald's includes a large and growing family of over 1,000 dedicated and hardworking crew, managers, and support staff operating 17 restaurants in Northeast Iowa. Reaching into the Waterloo, Cedar Falls, Charles City, Waverly, Independence, Oelwein, Iowa Falls, Evansdale, Hampton, Vinton, New Hampton, and Center Point communities, Scott and his McFamily work daily to continue the mission his parents started- to help our people grow, give back to our communities and to deliver an enjoyable dining experience to our guests.

Please contact Soifer Family McDonald's Marketing Supervisor Emily Garden via email ([marketing@mcdiowa.com](mailto:marketing@mcdiowa.com)), phone (641-228-2838) or Facebook ([@soiferfamilymcdonalds](https://www.facebook.com/soiferfamilymcdonalds)) with questions.