

HOOTERS The Kelly Jo Dowd Story

Kelly Jo Dowd

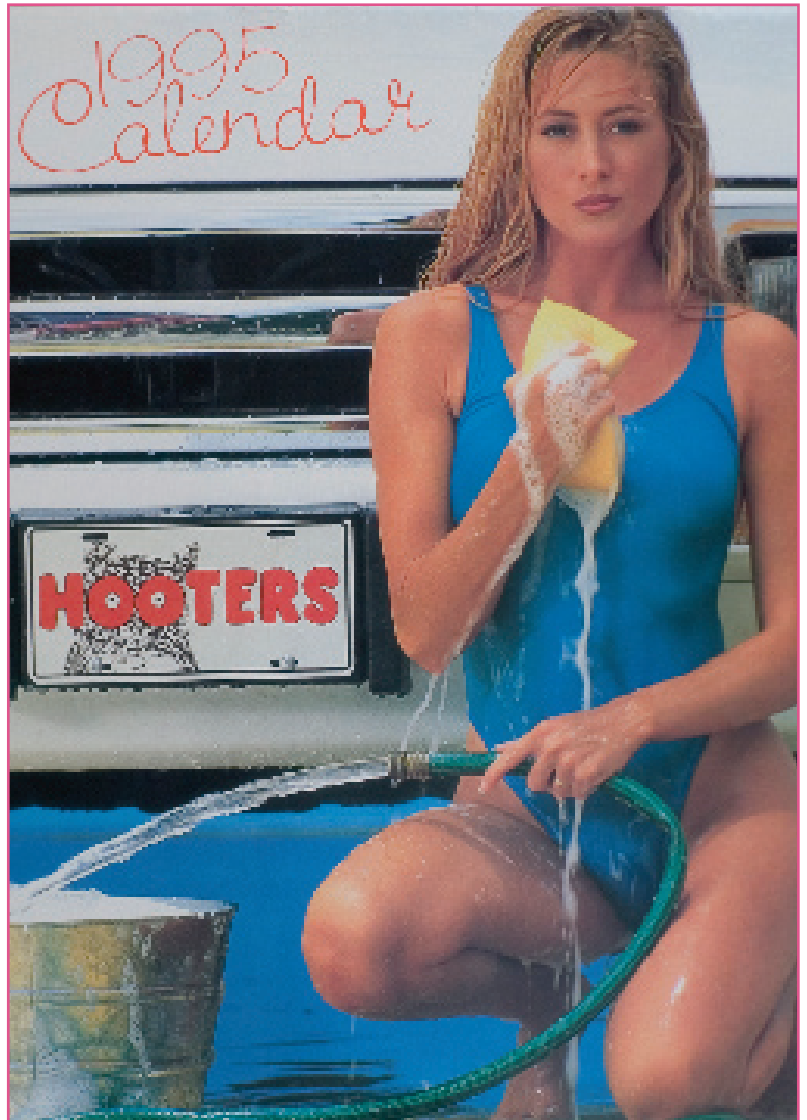
On May 24th, 2007 Hooters suffered a tremendous loss with the passing of 1995 Hooters Calendar Cover Girl, Manager, and Cancer Fighting Symbol Kelly Jo Dowd. One of the original Hooters Girls, Kelly Jo, worked her way up the Hooters ranks to manager of the Palm Harbor location. Kelly Jo was diagnosed with breast cancer in 2002 and spent the last five years of her life battling this dreaded disease. Through the struggle, she was courageous and selfless, becoming an advocate for early detection, education and fundraising in the battle against breast cancer within the Hooters organization. Kelly Jo's story received national attention when ESPN featured her 13 year old daughter, Dakota Dowd, as she fulfilled her mother's wish of playing in an LPGA event.

\$2 Million Grant

For the past 2 years, Hooters restaurants across the country have been raising money for the Kelly Jo Breast Cancer Research Grant. This year, each restaurant is being challenged to meet a goal of raising at least \$1,000. Hooters Girls can do their part by selling Pink Uniform Cards while stores are encouraged to host additional fundraising events.

What Can You Do To Help

Kelly Jo doesn't just want to help beat breast cancer for herself. She has asked all Hooters Girls to help themselves knowing 1 in 7 will develop breast cancer before they are age 40. Now the whole Hooters family is committed to Kelly Jo's cause. All contributions will fund the Kelly Jo Dowd grant funding breast cancer research through the V Foundation for Cancer Research.



Top: Kelly Jo, 1995 Hooters Calendar cover girl.

Above: All the Hooters restaurants across the country labeled their marquees with Our Kelly Jo, Amazing Grace when she passed away

Left: Kelly Jo with daughter Dakota.