



PRESS RELEASE

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Twin Peaks to Donate \$10 for Every NFL Touchdown this Season to ALS Association

The ultimate sports lodge is committed to donating a minimum of \$15,000 and is encouraging fans to join in the fight against the disease

DALLAS (Oct. 27, 2022) – [Twin Peaks](#) wants its loyal fans to join the fight against ALS.

To help defeat this debilitating disease, which weakens and eventually paralyzes the muscles, Twin Peaks is donating \$10 to the [ALS Association](#) for every touchdown scored during the 2022 NFL season. The ultimate sports lodge is committed to donating a minimum of \$15,000 toward fighting ALS, with hopes of exceeding that goal with the help of its legions of fans.

Known for years by many as Lou Gehrig’s Disease, ALS became synonymous with the Yankees Hall of Famer because of his public fight with the disease in the late 1930s. New Orleans Saints special teams ace and fan favorite Steve Gleason was diagnosed with ALS in 2011 is among the most recent vocal advocates for finding a cure. Research is ongoing to combat the disease and earlier this fall the FDA approved the use of a new treatment option to combat the effects of ALS.

“We want to do everything we can to assist the ALS Association and help the many families that have been impacted by this disease,” said Twin Peaks CEO Joe Hummel. “Touchdowns are always great for your favorite NFL team, but we’re proud to say that every touchdown scored this season will go to the same team – the one battling ALS!”

In early October, several members of the Twin Peaks family joined the annual DFW Walk to Defeat ALS at the Dallas College Northlake Campus in Las Colinas. The Walk helped raise more than \$577,000 toward the ALS Association’s goal of \$1.21 million in Texas.

Anyone interested in joining the Twin Peaks team in its fight against ALS is encouraged to pledge their donation through the fantasy football program at <https://donate.tx.als.org/team/437914>.

About Twin Peaks

Founded in 2005 in the Dallas suburb of Lewisville, Twin Peaks now has nearly 100 locations in the U.S. and Mexico. Twin Peaks is the ultimate sports lodge featuring made-from-scratch food and the coldest beer in the business surrounded by scenic views and the latest in high-definition TVs. At every Twin Peaks, guests are immediately welcomed by a friendly Twin Peaks Girl and served up a menu made for MVPs. From its smashed and seared-to-order burgers to its in-house smoked brisket, pork ribs and smoked wings, Twin Peaks’ menu is ready to satisfy every appetite. To learn more about franchise opportunities, visit twinpeaksfranchise.com. For more information, visit twinpeaksrestaurant.com.

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