First Watch Raises Over $1,700,000 for the V Foundation as Partnership Enters Fourth Year

February 11, 2025

First Watch has donated a portion from every kid's meal sold in its restaurants nationwide to support the Dick Vitale Pediatric Cancer Research Fund since 2022

BRADENTON, Fla. – **February 10, 2025** – First Watch Restaurant Group, Inc. (NASDAQ: FWRG) ("First Watch" or the "Company), the Florida-based Daytime Dining restaurant serving breakfast, brunch and lunch, announced that its fundraising for the V Foundation for Cancer Research has surpassed $1,700,000 total as the partnership enters its fourth year. Since joining forces in 2022, First Watch has donated a portion of every kid's meal sold at its more than 570 restaurants nationwide to the V Foundation's Dick Vitale Pediatric Cancer Research Fund, which funds innovative research to help build a healthier future for children battling cancer.

"Kindness is at the heart of everything we do, and that spirit truly comes to life in our partnership with the V Foundation. The fact that these funds were raised by kids to help kids makes it that much more special," said Chris Tomasso, President and CEO of First Watch. "Together, with these kids and their families, we're making days a little brighter so every child can start their day with hope and live a healthier, brighter life."

As a corporate partner, First Watch collaborates with the V Foundation and longtime Foundation board member and First Watch "regular" Dick Vitale to strengthen awareness and funding, 100% of which goes directly to pediatric cancer research grants. First Watch is also proud to continue its ongoing sponsorship of Dick Vitale's annual gala to foster additional support; to date, nearly $93 million has been raised since the inception of the Dick Vitale Gala.

In addition to its kid's meal donations, First Watch has inspired customers during several of its local pre-opening Friends & Family events to contribute and be a part of the V Foundation's mission. At these pre-opening events customers were welcomed with a complimentary meal, and invited to donate the value of their experience to the V Foundation.

"Approximately 15,000 children and adolescents will be diagnosed with cancer in 2025," said Shane Jacobson, CEO of the V Foundation. "Cancer research accelerates innovative ideas that give hope to families facing this disease. Advancements in research make a tremendous impact, and we are incredibly thankful for First Watch and their commitment to our lifesaving mission of funding game-changing pediatric cancer research. We are relentlessly pursuing a day when all children facing cancer will be cured, and with First Watch by our side we are moving closer to that day."

First Watch's partnership with the V Foundation is just one part of the company's mission to make days brighter through community-based philanthropy. For more information about First Watch's partnership with the V Foundation, visit https://www.v.org/partners/first-watch/.

About First Watch
First Watch is the leading Daytime Dining concept serving made-to-order breakfast, brunch and lunch using fresh ingredients. A recipient of hundreds of local "Best Breakfast" and "Best Brunch" accolades, First Watch's chef-driven menu rotates five times a year and includes elevated executions of classic favorites alongside specialties such as its Quinoa Power Bowl, Lemon Ricotta Pancakes, Chickichanga, Morning Meditation fresh juice and signature Million Dollar Bacon. After first appearing on the list in 2022 and 2023, First Watch was named 2024's #1 Most Loved Workplace® in America by Newsweek and the Best Practice Institute. In 2023, First Watch was named the top restaurant brand in Yelp's inaugural list of the top 50 most-loved brands in the U.S. In 2022, First Watch was awarded a sought-after MenuMasters honor by Nation's Restaurant News for its seasonal Braised Short Rib Omelet. First Watch operates more than 570 First Watch restaurants in 30 states. For more information, visit **www.firstwatch.com**.

About the V Foundation for Cancer Research
The V Foundation for Cancer Research was founded in 1993 by ESPN and the late Jim Valvano, legendary North Carolina State University basketball coach, ESPN commentator and member of the Naismith Memorial Basketball Hall of Fame. The V Foundation has funded nearly $400 million in game-changing cancer research grants in North America through a competitive process strictly supervised by a world-class Scientific Advisory Committee. Because the V Foundation has an endowment to cover administrative expenses, 100% of direct donations is awarded to cancer research and programs. The V team is committed to funding the best scientists to accelerate Victory Over Cancer® and save lives. To learn more, visit v.org.

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