

HERO SPOTLIGHT

●●●● Matt Arthur



On June 20, 2025, customers at Taco Bell locations across Ohio and Washington were asked this question while ordering their meals as a part of the Arthur Franchise Group's initiative to raise money for research through Cure Alzheimer's Fund.

Would you like to buy a drink to fight Alzheimer's?

The effort yielded a \$25,000 donation and was led by one of the franchise's owners, Matt Arthur. Matt launched the fundraiser in honor of his father, who courageously battled Alzheimer's disease for many years before his passing in 2013. The Arthur Franchise Group owns 44 locations and is run by Matt, his wife Annie, and his sisters-in-law Emily Music and Vanessa Smith; their stores have long been among the most well-managed Taco Bell locations, with two earning Golden Bell "Best of the Best" Awards from the Taco Bell Corporation, a distinction that speaks to their high standards and efficiency.

Matt first became involved with the Heroes program when he hosted a round-up campaign in 2021 at 17 of his Taco Bell locations in the Columbus area. He was thrilled to engage again in 2025 through a new format: **a 1-for-1 drink campaign where any amount spent on drinks was matched as a donation to CureAlz.** Matt expressed excitement about the new strategy not only because it raised funds more effectively, but because it was a "win-win" for his restaurants as well, which had recently seen declining drink sales.

The Arthurs enjoyed finding a way to make a positive difference for a cause that matters to their family while also advancing a business goal.



For Matt and his team, the process of planning the event was relatively easy and he chose June 20th—the longest day of the year—to host the event because it is often associated with Alzheimer's fundraising and the endurance, strength, and resilience required of those impacted by the relentless disease.

Cure Alzheimer's Fund is grateful to the Arthur Franchise Group for their dedication and support of our mission to end Alzheimer's disease. The group truly embodies their corporation's slogan, Live Mas, through its energy, passion, and willingness to make meaningful change.

Interested in hosting your own fundraising event for CureAlz?

Visit give.curealz.org/hero or email us at hero@curealz.org.