

REAL FOOD FOR REAL HEROES: CHIPOTLE SERVES UP MORE THAN \$1 MILLION IN FREE BURRITOS TO THE HEALTHCARE COMMUNITY

- The brand is inviting healthcare professionals to sign up for a chance to receive free burritos in celebration of National Nurses Week
- A total of 100,000 verified healthcare workers will receive free burrito e-cards, equivalent to over \$1 million in free Chipotle

NEWPORT BEACH, Calif., May 1, 2024 /PRNewswire/ -- Chipotle Mexican Grill (NYSE: CMG) announced today it will recognize the healthcare community by awarding 100,000 healthcare workers with free burrito e-cards, equivalent to over \$1 million in free food*. Over the past several years, the brand has given away more than \$5 million in free Chipotle to healthcare professionals.

How It Works

- Chipotle will launch a [microsite](#) where healthcare professionals can enter to win a free burrito e-card from May 6 through May 10.
- At the end of National Nurses Week, 100,000 healthcare professionals who entered will be randomly selected to receive an email to verify their healthcare employment status via [ID.me](#), the market-leading secure digital identity network.
- Healthcare professionals who successfully verify their healthcare employment status will receive a free burrito e-card. Winners will be notified starting the week of May 13.

"Healthcare professionals have overcome countless challenges in the past several years, continuing to show up and selflessly serve our communities," said Chris Brandt, Chief Brand Officer. "We're proud to continue to support these dedicated individuals and want to express our gratitude with a fresh and convenient meal."

How You Can Support The Healthcare Community

To support its 2024 campaign, Chipotle will be matching 10% of designated Healthcare Heroes E-Gift Card purchases and donating to the [American Nurses Foundation](#). The American Nurses Foundation is the charitable and philanthropic arm of the American Nurses Association, with the mission to achieve a healthy world through the power of nursing. The Foundation supports research and education while investing in the well-being and success of nurses and advancing the nursing profession. With the future of healthcare changing so dramatically, the Foundation empowers nurses so that they can revolutionize the approach to care for the better. Guests can learn more and purchase a designated Healthcare Heroes E-Gift Card from May 1 through May 12 by visiting: <https://www.chipotle.com/nurses-gift>.

Chipotle will also leverage its Round-Up for Real Change feature on the Chipotle app and Chipotle.com to support the American Nurses Foundation. Through the end of Nurses Week, Chipotle invites guests to round-up their change to the next highest dollar amount on the Chipotle app or Chipotle.com to help provide additional support for nurses across the U.S.

For photo assets related to the campaign, visit here:

<https://www.dropbox.com/scl/fo/yn09nuuml61rr5hxxfc07/ADmgcfxGDkWIdZtB3UwDtr?rlkey=99xjfbiryq1mas7k1f6jkk150&st=18roh04d&dl=0>

***NO PURCHASE NECESSARY.** Open to legal residents of the 50 U.S. & DC, 18 years or older (minors must have parental consent) who are "Healthcare Professionals". Enter between approx. 12:01 am PT on 5/6/24 – approx. 11:59 pm PT on 5/10/24. For Official Rules including how to enter, definition of healthcare professional, entry limitations, odds, prize descriptions, and complete details visit <https://chipotle.com/healthcare-legal>. Sponsor: CMG Strategy Co., LLC.

About Chipotle

Chipotle Mexican Grill, Inc. (NYSE: CMG) is cultivating a better world by serving responsibly sourced, classically-cooked, real food with wholesome ingredients without artificial colors, flavors or preservatives. There are nearly 3,500 Chipotle restaurants in the United States, Canada, the United Kingdom, France, Germany, and Kuwait and it is the only restaurant company of its size that owns and operates all its restaurants in North America and Europe. Chipotle is ranked on the Fortune 500 and is recognized on Fortune's Most Admired Companies 2024 list and Time Magazine's Most Influential Companies. With over 120,000 employees passionate about providing a great guest experience, Chipotle is a longtime leader and innovator in the food industry. Chipotle is committed to making its food more accessible to everyone while continuing to be a brand with a demonstrated purpose as it leads the way in digital, technology and sustainable business practices. For more information or to place an order online, visit WWW.CHIPOTLE.COM.

SOURCE Chipotle Mexican Grill

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Additional assets available online: [PHOTOS \(1\)](#)

<https://newsroomeu.chipotle.com/2024-05-01-REAL-FOOD-FOR-REAL-HEROES-CHIPOTLE-SERVES-UP-MORE-THAN-1-MILLION-IN-FREE-BURRITOS-TO-THE-HEALTHCARE-COMMUNITY>