****

**Jessica Cavaliere**

**Covelli Enterprises**

**6693 Sawmill Road**

**Dublin, OH 43017**

**Jessica.Cavaliere@covelli.com**

**216-406-4995**

**FOR IMMEDIATE RELEASE**

**PANERA BREAD HONORS BREAST CANCER AWARENESS MONTH LOCALLY WITH PINK RIBBON BAGEL**

**Dayton, OH** – Panera Bread is hosting its Pink Ribbon Bagel campaign in participating Dayton area bakery-cafés. On October 1st 100% of the proceeds from all bagel sales in the 11 local Panera Bread locations will be donated to Pink Ribbon Girls and Miami Valley Hospital Foundation. Throughout the rest of the month of October, a portion of the proceeds from all Pink Ribbon Bagel sales will be donated.

This is the first Pink Ribbon Bagel campaign Panera Bread will host in partnership with Pink Ribbon Girls and Miami Valley Hospital since Covelli Enterprises, largest franchisee of Panera Bread, acquired the market in the fall of 2014.

“We make this campaign a priority every year for a reason,” said Sam Covelli, Owner/Operator of Covelli Enterprises, the Ohio-based franchisee of Panera Bread. “The funds raised by the Pink Ribbon Bagel are helping to save the lives of local women with breast cancer. There’s no better feeling than knowing you can help make difference.”

In addition to the Pink Ribbon Bagel sales, Panera Bread is also supporting the Pink Ribbon Girls and Miami Valley Hospital Foundation through donation canisters at the registers of the Dayton area Panera Bread cafes for the months of September and October.

Panera Bread is encouraging customers to take a photo with their Pink Ribbon Bagels to share their support for the cause on social media using #morethandough. The cafes are accepting pre-orders for bagels at [www.covelli.com/gopinkdayton](http://www.covelli.com/gopinkdayton).

Shaped in the form of the iconic pink ribbon, the Pink Ribbon Bagel features cherry chips, dried cherries and cranberries, vanilla, honey, and brown sugar, and is baked fresh each morning by Panera’s bakers at each participating bakery-cafe.

**About Covelli Enterprises**

Covelli Enterprises is the largest franchisee of Panera Bread, LLC, with more than 270 bakery-cafés in Ohio, Pennsylvania, West Virginia, Kentucky, Florida and Toronto, Canada. In 2014, Covelli Enterprises donated more than $23 million to non-profit organizations. [www.covelli.com](http://www.covelli.com)

###