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## **FREE COFFEE AT PANERA BREAD SUPPORTS THE UNIVERSITY OF DAYTON CHAMPIONS AND SCHOLARS FUND**

Dayton, OH – March 1, 2017 – Dayton area Panera Bread bakery-cafes are offering free coffee refills for the entire month of March with the purchase of a \$10 travel mug. A portion of the proceeds from every travel mug sold will be donated to the University of Dayton Champions and Scholars Fund. Sales begin today, March 1, at participating Dayton, Ohio area Panera Bread locations. Panera Bread is the Official Coffee Sponsor of the University of Dayton Athletics.

“As a proud sponsor of the University of Dayton Athletics, our Coffee Craze campaign is a way for us to support students at the University and give back to our customers for being so generous,” said Sam Covelli, Owner/Operator of Covelli Enterprises, the largest franchisee of Panera Bread. “Our customers love good coffee and we love giving back to the communities that support us.”

The Champions & Scholars Fund was created to engage and embrace the Flyer Faithful from across the country, providing scholarships to students in all areas of study including athletic and academic opportunities for more than 400 UD student-athletes on 17 teams. Donations support scholarships, operations, coaching competitiveness and updated facilities.

“Panera Bread has exemplified everything we look for in a successful partner,” said Lance Camden, University of Dayton Director of Corporate Development. “The March Coffee Craze promotion embraces true collaboration by engaging with the passionate fan base of the Dayton Flyers, while providing and enhancing opportunities for student-athletes.”

Panera’s nationwide program known as Operation Dough-Nation utilizes change canisters located near the registers to collect cash donations for local causes. During the month of March, all cash donations collected in the boxes at the 13 Dayton, Ohio Panera locations will also be donated to the Champions and Scholars fund.

The mugs will feature the Dayton Flyers logo, and be available while supplies last.

### **About Covelli Enterprises**

Covelli Enterprises is the largest franchisee of Panera Bread, LLC with more than 300 bakery-café’s in six states. In 2016, the company donated more than \$28 million to charity through unsold bread products for local hunger relief agencies and monetary donations to other non-profit organizations. [www.covelli.com](http://www.covelli.com)

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