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Panera Bread Supports Local Breast Cancer Outreach with Campaign in Cincinnati Bakery-cafes this October

Panera's Pink Ribbon Bagel and Travel Mug Sales Benefit American Cancer Society of Southwest Ohio

CINCINNATI, OH – Panera Bread kicks off its annual Pink Ribbon Bagel campaign Sunday, October 1st by selling Pink Ribbon Bagels and exclusive pink branded travel mugs to support the American Cancer Society of Southwest Ohio's Cincinnati *Making Strides for Breast Cancer* initiative. Throughout the month of October, Panera will donate 10 cents back for each Pink Ribbon Bagel sold, as well as a portion of proceeds from the sale of each Pink Ribbon Travel Mug back to the cause during Breast Cancer Awareness Month. And, customers who purchase the limited-time travel mug receive free fresh brewed coffee refills all month at any area Panera Bread.

The Pink Ribbon Bagel, shaped in the form of the iconic pink ribbon, features cherry chips, dried cherries and cranberries, vanilla, honey, and brown sugar, and is baked fresh each morning by Panera's bakers at each bakery-cafe. One of Panera Bread's first franchisees, a breast cancer survivor, developed the Pink Ribbon Bagel in 2001 as a way to help support breast cancer research.

"This campaign remains a top priority for our brand year-after-year," said Sam Covelli, Owner/Operator of Covelli Enterprises, the Ohio-based franchisee of Panera Bread. "The funds raised by our Pink Ribbon Bagel campaign helps support the lives of local women fighting this terrible disease right here in the Tristate area. And, every little bit helps."

Since the program's inception, Covelli Enterprises, the largest franchisee of Panera Bread LLC, has raised nearly \$3 million to support breast cancer programs in the communities it serves. Locally, Panera donated more than \$18,000 last year to the American Cancer Society of Southwest Ohio through its 2016 Pink Ribbon Bagel campaign.

"It's a pleasure to once again partner with Panera Bread throughout the month of October on the sale of the Pink Ribbon Bagels and their Pink Ribbon Travel Mugs," said Hannah Wallace, Senior Community Development Manager of the American Cancer Society's *Making Strides Against Breast Cancer* event in Cincinnati. "Because of Panera Bread's continued support, we are able to fund innovative breast cancer research, provide free, comprehensive information and support for those touched by breast cancer, and help people reduce their breast cancer risk."

To pre-order bulk Pink Ribbon Bagels in advance, visit www.covelli.com/gopink. Local residents can show support for the cause on social media by posting a photo of your Pink Ribbon Bagel @pinkribbonbagel using #morethandough (Facebook, Instagram, Twitter). By purchasing a Pink Ribbon Bagel, Panera customers are supporting those battling breast cancer – Pink Ribbon Bagels are #morethandough.

About the American Cancer Society

The American Cancer Society is a global grassroots force of 2 million volunteers saving lives in every community. As the largest voluntary health organization, the Society's efforts have contributed to a 23 percent decline in cancer death rates in the U.S. since 1991, and a 50 percent drop in smoking rates. We're finding cures as the nation's largest private, not-for-profit investor in cancer research, ensuring people facing cancer have the help they need and continuing the fight for access to quality health care, lifesaving screenings and more. For more information, to get help, or to join the fight, call us anytime, day or night, at (800) 227-2345 or visit cancer.org.

About Covelli Enterprises and Panera Bread

Covelli Enterprises is the largest franchisee of Panera Bread, LLC, with more than 300 bakery-cafés in seven states. In 2016, Covelli Enterprises donated more than \$28 million to non-profit organizations. www.covelli.com.