



Melanie Murray
Covelli Enterprises
melanie.murray@covelli.com
513-300-6020

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100% OF PANERA BREAD'S 'PIECES OF HOPE FOR AUTISM' COOKIES
APRIL 9-15 TO BENEFIT CINCINNATI CHILDREN'S KELLY O'LEARY
CENTER FOR AUTISM SPECTRUM DISORDERS

Covelli Enterprises' support for autism organizations on pace to surpass \$1.7 million

CINCINNATI, OH—(April 5, 2018) – Covelli Enterprises, the Ohio-based franchisee of Panera Bread, is partnering again with Cincinnati Children's Hospital during Autism Awareness month through the launch of its 'Pieces of Hope for Autism' cookie campaign. Monday, April 9 through Sunday, April 15, 100% of the proceeds from all 'Pieces of Hope' cookie sales will be donated back to the hospital's Kelly O'Leary Center for Autism Spectrum Disorders. The puzzle piece cookie has been specially designed to represent the symbol for autism and will be sold in all cafes in the Cincinnati / Northern Kentucky region.

Last year's 'Pieces of Hope' cookie campaign resulted in a \$23,000 donation to Cincinnati Children's. Since 2010, Covelli Enterprises has donated more than \$1.4 million to autism organizations in the areas it serves, and through this year's campaign the company expects that total to surpass \$1.7 million.

"I love our 'Pieces of Hope for Autism' campaign because I know how much good it is doing in our communities," said Sam Covelli, Owner/Operator of Covelli Enterprises. "This special cookie has allowed us to make such a positive difference for those with autism, and that's something we are extremely proud of."

Throughout the month of March and April, Panera Bread is also collecting Community Breadbox donations at the registers of all of its local cafes to raise additional funds for the cause as part of its *Covelli Cares* community support.

"Panera's *Pieces of Hope* is an exciting way for our staff, patients and families to kick-off Autism Awareness Month in April," said Julia Anixt, MD Director at the Kelly O'Leary Center at Cincinnati Children's. "We are excited that this campaign will both raise awareness about ASD in our community, and support treatments at our center that improve outcomes for children with ASD."

Panera Bread is encouraging 'Pieces of Hope' campaign supporters to share photos of their cookies on social media using #everycookiecounts. Cookies may be pre-ordered online at www.covelli.com/autism.

Panera Bread hosted an internal t-shirt design contest for its employees as part of this year's campaign. The t-shirts that will be worn by staff inside all participating Covelli-owned Panera Bread cafes during the week-long cookie sale was designed by a member of the Panera Bread baking team in Amherst, Ohio.

The cookie, made from Panera Bread's famous shortbread and topped with sweet white icing and an edible sugar decal, was reformulated in 2016 to align with Panera Bread's clean food policy. It is made completely free of any artificial colors, flavors, additives or preservatives.

About Covelli Enterprises

Covelli Enterprises operates more than 300 Panera Bread bakery-cafes in eight states. Headquartered in Warren, Ohio, Covelli Enterprises is the single largest franchisee of Panera Bread, LLC. In 2017, Covelli Enterprises donated more than \$32 million to hunger relief agencies and non-profit organizations through *Covelli Cares*. www.covelli.com

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