



Melanie Murray  
Covelli Enterprises  
[melanie.murray@covelli.com](mailto:melanie.murray@covelli.com)  
513-300-6020

## FOR IMMEDIATE RELEASE

### **Panera Bread and UC Coach Fickell's 2<sup>nd</sup> & 7 Foundation Tackle Illiteracy in August with Free Books and Fundraising at Local Panera Bread Bakery-cafes**

*Tristate area Panera locations offer a free Hog Mollies soft-back book with every Kids Meal purchase this month.*

CINCINNATI, OH—(August 9, 2018) – During August all 24 area Panera Bread locations in Cincinnati and Northern Kentucky are teaming up with the University of Cincinnati Coach Fickell's 2<sup>nd</sup> & 7 Foundation to offer a free soft-back book with every Panera Kids Meal purchased.

Panera is partnering with the University of Cincinnati on this worthwhile community outreach effort as an integral part of its overall 2018 fall athletic sponsorship of UC football. In addition to the free Hog Mollies book with every Panera Kids Meal this August, every local Panera Bread bakery-café is also collecting donations for The 2nd & 7 Foundation through their Operation Dough-Nation® register coin collection box program.

“Covelli Enterprises was founded on the pillars of philanthropy and giving back through community connections,” said Sam Covelli, Owner/Operator of Covelli Enterprises, the local franchise for Panera Bread. “Our long-standing partnership with UC is an outstanding example of our commitment to make Cincinnati a better place to live, work and play.”

The University of Cincinnati Head Football Coach Luke Fickell started The 2nd & 7 Foundation in 1999 with two of his teammates from The Ohio State University. The mission of The 2nd & 7 Foundation is to promote reading by providing free books and positive role models to kids in need while encouraging young athletes of the community to pay it forward.

This literacy program was born in central Ohio almost 20 years ago, but now serves children in 24 states and over 170 communities throughout the country. In Cincinnati, student-athletes from the University of Cincinnati and local high schools have joined Coach Fickell to read to 2nd grade children and provide free books for all of them.

“Over 10,000 books have been distributed to kids in Cincinnati-area schools and that number is growing quickly,” said 2nd & 7's Executive Director Amy Hoying. “The donations made in the Panera cafes will support the growth of our reading program in this community.”

The 2nd & 7 Foundation writes its own series of children's books and prints a new title every year. Each book features a group of characters called ‘The Hog Mollies’ who learn an important life lesson in each of their adventures.

#### **About Covelli Enterprises**

Covelli Enterprises operates more than 300 Panera Bread bakery-café's 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](http://www.covelli.com)

###