



MAW MEDIA CONTACT

Crystal Alifanow, califanow@sc.wish.org
864.250.0702 x103

Panera MEDIA CONTACT

Melissa Lemieux, melissa.lemieux@covelli.com
843.300.7859

FOR IMMEDIATE RELEASE

Panera Bread Kicks Off Month-long Summer of Wishes Campaign to Raise Funds for Make-A-Wish South Carolina

South Carolina (June 29, 2018) – 18 participating locations of Panera Bread® across the state are hosting a month-long campaign, July 1-31, to raise funds for Make-A-Wish® South Carolina to help local kids.

For each flip flop cookie sold, Panera will donate \$1 to Make-A-Wish South Carolina during the month of July. Panera Bread is also accepting donations at the register, and donators will receive a blue paper star to write their name on and display in the café.

Make-A-Wish, together with its community of partners, grants wishes for children with critical illnesses. The organization believes that wishes are an essential part of the healing process that provide hope for the future, strength to fight health battles and joy to celebrate their physical and emotional victories. Entirely funded by donations from special events and campaigns, individual donors and corporate sponsors, the chapter is dependent on public support to be able to grant more wishes for local kids.

“We are excited about our partnership with Panera Bread and are grateful for their generous support of Make-A-Wish South Carolina’s important mission to create life-changing wishes for kids who need it.” said Misty Farmer, Director of Development at Make-A-Wish South Carolina. “The investment made by Panera Bread’s company, staff and associates, and supportive guests is substantial, meaningful and transformational in the lives of courageous children facing critical illnesses.”

“What better way is there to show our commitment to the future of our communities than to provide wishes and hope to local children with serious illnesses,” said Sam Covelli, Owner/Operator of Covelli Enterprises, the largest franchisee of Panera Bread. “We care about the kids and families in the areas we serve, and being able to support Make-A-Wish’s incredible mission this summer means the world to us and our South Carolina employees.”

Panera Bread locations throughout the state are eager to begin their campaign and partnership with Make-A-Wish to raise funds that will help grant wishes for kids in the state.

ABOUT MAKE-A-WISH

Make-A-Wish® creates life-changing wishes for children with critical illnesses. We are on a quest to bring every eligible child's wish to life, because a wish is an integral part of a child's treatment journey. Research shows children who have wishes granted can build the physical and emotional strength they need to fight a critical illness. Make-A-Wish South Carolina granted 184 wishes last year, averaging to a wish every forty-eight hours. The chapter receives funding through private donations, individuals, companies and special events. For more information about Make-A-Wish South Carolina, visit sc.wish.org and discover ways you can help make wishes come true.

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



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