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FOR IMMEDIATE RELEASE

GEORGIA PANERA BREAD BAKERY-CAFÉS TO DONATE 100% OF PINK RIBBON BAGEL PROCEEDS ON OCTOBER 24TH TO STATESBORO BULLOCH COUNTY BREAST CANCER FOUNDATION AND SUSAN G KOMEN COASTAL GEORGIA

In addition to Pink Ribbon Bagel Sales, Panera Bread will support Statesboro Bulloch County Breast Cancer Foundation and Susan G. Komen with the sale of 16 oz. tumblers in-café. Tumblers will be sold for \$12 and come with free coffee refills until October 31st.

September 28, 2017 – On **Tuesday, October 24th** Participating Georgia Panera Bread bakery-cafes will donate 100% of the proceeds from Pink Ribbon Bagel Sales to Statesboro Bulloch County Breast Cancer Foundation and Susan G. Komen Coastal Georgia. The Panera Bread Pink Ribbon Bagel campaign kicks off on **October 1st**. All month long, 10 cents from each Pink Ribbon Bagel sold at Georgia cafes will be donated to the two charities above.

In addition to the Pink Ribbon Bagel sales, 16 oz. tumblers will be sold for \$12 and 1/3 of the proceeds will be donated to Statesboro Bulloch County Breast Cancer Foundation and Susan G. Komen. With the tumbler purchase the customer receives free coffee refills for the entire month of October. Panera will also support the above organizations with donation canisters at the registers of participating Georgia Panera Bread locations for the whole month.

Covelli Enterprises, Ohio-based franchisee of Panera Bread, took ownership of the South Carolina/Georgia market last November and is proud to launch this campaign in these participating cafés. Covelli has been executing this annual campaign in its markets for many years, and has donated more than \$3,000,000 to the fight against breast cancer since 2010.

“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 the Pink Ribbon Bagel are helping to save the lives of local women with breast cancer. There’s no better feeling than knowing you can help make difference.”

Shaped in the form of the iconic pink ribbon, the Pink Ribbon Bagel features cherry chips, dried cherries and cranberries, vanilla, honey, and brown sugar, and is baked fresh each morning by Panera’s bakers at each participating bakery-café.

Panera Bread is encouraging customers to take a photo with their Pink Ribbon Bagels to share their support for the cause on social media using #morethandough. The cafes are accepting pre-orders for bagels at www.covelli.com/gopink.

About Covelli Enterprises

Covelli Enterprises is the largest franchisee of Panera Bread, LLC, with more than 300 bakery-cafés in 7 states. In 2016, Covelli Enterprises donated more than \$28 million to non-profit organizations. www.covelli.com/gopink

About Susan G. Komen Coastal Georgia

Susan G. Komen Coastal Georgia's vision is a world without breast cancer. Its mission is to save lives by meeting the most critical needs in our communities and investing in breakthrough research to prevent and cure breast cancer. Of funds raised in its nine-county service area, 75% goes to local programs, such as mammography and diagnostics. The remaining 25% goes to research. In 2017, Susan G. Komen Coastal Georgia granted \$300,000 to local service providers working to fight breast cancer.

About Statesboro Bulloch County Breast Cancer Foundation (SBCBCF)

Statesboro Bulloch County Breast Cancer Foundation serves as a regional resource for patients and families impacted by breast cancer through educational outreach, financial assistance, patient counseling, and professional medical services supporting breast health. www.statesboropinkpower.org