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FOR IMMEDIATE RELEASE

SOUTH CAROLINA PANERA BREAD BAKERY-CAFÉS TO DONATE 100% OF PINK RIBBON BAGEL PROCEEDS ON OCTOBER 24TH TO MEDICAL UNIVERSITY OF SOUTH CAROLINA AND SUSAN G KOMEN SOUTH CAROLINA

In addition to Pink Ribbon Bagel Sales, Panera Bread will support MUSC 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 South Carolina Panera Bread bakery-cafes will donate 100% of the proceeds from Pink Ribbon Bagel Sales to Medical University of South Carolina and Susan G. Komen South Carolina. The Panera Bread Pink Ribbon Bagel campaign kicks off on **October 1st**. All month long, 10 cents from each Pink Ribbon Bagel sold at South Carolina 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 MUSC 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 South Carolina 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 Medical University of South Carolina Hollings Cancer Center

The Hollings Cancer Center at the Medical University of South Carolina is a National Cancer Institute-designated cancer center and the largest academic-based cancer research program in South Carolina. The cancer center is comprised of more than 120 faculty cancer scientists with a research funding portfolio of \$44 million and a dedication to reducing the cancer burden in South Carolina. Hollings offers state-of-the-art diagnostic capabilities, therapies and surgical techniques within multidisciplinary clinics that include surgeons, medical oncologists, radiation therapists, radiologists, pathologists, psychologists and other specialists equipped for the full range of cancer care, including more than 200 clinical trials. For more information, please visit www.muschollingscancercenter.org.

About Susan G. Komen South Carolina

Susan G. Komen has set a Bold Goal to reduce the current number of breast cancer deaths by 50 percent in the U.S. by 2026. Komen South Carolina is working to better the lives of those facing breast cancer in the local community. Through events like the Komen Lowcountry and Mountains to Midlands Race for the Cure®, Komen South Carolina has invested over \$10.9 million in community breast health programs in 45 COUNTIES and has helped contribute to the more than \$920 million invested globally in research. For more information, call 843-556-8011 or visit www.komensouthcarolina.org