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FOR IMMEDIATE RELEASE

CINCINNATI PANERA BREAD BAKERY-CAFÉS TO DONATE A PORTION OF ALL PINK RIBBON BAGEL SALES THIS OCTOBER TO PINK RIBBON GIRLS

Annual campaign surpasses \$6 million raised for breast cancer organizations since 2010

September 20, 2018 – Covelli Enterprises, the largest franchisee of Panera Bread, launches its annual month-long Pink Ribbon Bagel campaign beginning October 1 in participating Cincinnati Panera Bread bakery-café in honor of Breast Cancer Awareness Month. All October long, a portion of the proceeds from Pink Ribbon Bagel sales will be donated to Pink Ribbon Girls.

Since the program's inception, Covelli Enterprises has raised \$6 million to support breast cancer programs in the communities it serves. Locally, the company donated more than \$12,800 to local Breast Cancer organizations through its 2017 Pink Ribbon Bagel campaign.

The Pink Ribbon Bagel, shaped in the form of the iconic pink ribbon, features cherry chips, dried cherries and cranberries, vanilla, honey, and brown sugar, and is baked fresh each morning by Panera's bakers at each bakery-café. One of Panera Bread's first franchisees, a breast cancer survivor, developed the Pink Ribbon Bagel in 2001 as a way to help support breast cancer research.

"There's no better feeling than knowing our restaurants, our people, and our products are making a difference in the lives of others," said Sam Covelli, Owner/Operator of Covelli Enterprises. "The Pink Ribbon Bagel campaign is one way we are continuing the promise to give back to those who need it most within the communities we serve, and over the years we've been able to make real, life-saving impacts with the dollars raised from these bagels. We are very proud of that."

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 #morehandough. The cafes are accepting pre-orders for bagels at www.covelli.com/gopink.

Funds will also be collected at the *Covelli Cares* Community Breadbox canisters located at registers of the 24 bakery-café in the Cincinnati area during the month of October.

About Covelli Enterprises

Covelli Enterprises operates more than 315 Panera Bread bakery-café 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. www.covelli.com.

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