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**100% OF PANERA BREAD'S 'PIECES OF HOPE FOR AUTISM' COOKIES
APRIL 8-14 TO BENEFIT CINCINNATI CHILDRENS HOSPITAL'S KELLY
O' LEARY CENTER FOR AUTISM SPECTRUM DISORDERS**

Covelli Enterprises' support for autism organizations surpasses \$2 million

CINCINNATI, OHIO– April 1, 2019 – Covelli Enterprises, the largest franchisee of Panera Bread, is partnering again with The Kelly O' Leary Center for Autism Spectrum Disorders at Cincinnati Children's Hospital during the month of April through the launch of its 'Pieces of Hope for Autism' cookie campaign in honor of Autism Awareness month. Monday, April 8 through Sunday, April 14, 100% of the proceeds from all 'Pieces of Hope' cookie sales will be donated to the cause. The puzzle piece cookie has been specially designed to represent the symbol for autism and will be sold in all 25 cafes in the Cincinnati and Northern Kentucky area.

Last year's 'Pieces of Hope' cookie campaign resulted in a \$24,000 donation to The Kelly O' Leary Center. Since 2010, Covelli Enterprises has donated more than \$2 million in the areas it serves to support various autism organizations, schools, and centers in providing services, scholarships, research, treatment, advocacy, and resources for families.

"The 'Pieces of Hope for Autism' campaign is our largest company-wide initiative that we host every year. It involves more than 215 participating Panera locations in eight states and the hard work of more than 450 bakers to create these special, life-changing cookies," said Sam Covelli, Owner/Operator of Covelli Enterprises. "We put everything we have behind this one-week campaign because our cookies have made such a significant difference for our partners and those with autism within the communities we serve."

Throughout the month of March and April, Panera Bread will also be collecting Community Breadbox donations at the registers of all of its local cafés to raise additional funds for the cause.

"Panera's *Pieces of Hope* is an exciting way for our staff, patients and families to kick-off Autism Awareness Month in April," said Julia Anixt, MD Director at the Kelly O'Leary Center at Cincinnati Children's. "We are excited that this campaign will both raise awareness about ASD in our community, and support treatments at our center that improve outcomes for children with ASD."

Panera Bread is encouraging 'Pieces of Hope' campaign supporters to share photos of their cookies on social media using #everycookiecounts. Cookies may be pre-ordered online at www.covelli.com/autism.

The puzzle piece cookie is sold only in Covelli-owned and operated Panera Bread cafés each year. The cookie consists of Panera Bread's famous shortbread topped with sweet white icing and an edible sugar decal and is made completely free of any artificial colors, flavors, additives or preservatives.

About Covelli Enterprises

Covelli Enterprises operates 315 Panera Bread bakery-café's in eight states. Headquartered in Warren, Ohio, Covelli Enterprises is the single largest franchisee of Panera Bread, LLC. In 2018, Covelli Enterprises donated more than \$32 million to hunger relief agencies and non-profit organizations. www.covelli.com

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