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**FOR IMMEDIATE RELEASE**

## **PANERA BREAD LAUNCHES RECEIPTS FOR RELAY PROGRAM TO BENEFIT RELAY FOR LIFE**

*Second-year program expanded to Columbia, Myrtle Beach, Augusta and Savannah*

**SOUTH CAROLINA/GEORGIA – January 23, 2019** – Covelli Enterprises, the largest franchisee of Panera Bread, has launched for the second year in a row its Receipts for Relay program in South Carolina/Georgia through which local Relay for Life participants are able to fundraise for their relay teams. Now through May 10<sup>th</sup>, for any Panera receipt submitted at [Covelli.com/relay](http://Covelli.com/relay), the company will donate 15% of the order total back to the cause.

Last year was the first year of the program in partnership with the Liberty County Relay for Life. It ran from March to May and resulted in a \$1,000 donation to the American Cancer Society. This year, in hopes of making an even bigger financial impact, Covelli Enterprises has expanded both the program's promotional period as well as its footprint which now includes 16 participating Panera locations in Augusta, Evans, Hinesville, Statesboro, Pooler, Savannah, Columbia, Lexington and Myrtle Beach.

“We are proud to support the American Cancer Society as well as the hard work of all the passionate relay participants through our Receipts for Relay program” said Sam Covelli, Owner/Operator of Covelli Enterprises. “Our hope is to build upon the success of last year's program to help finally put an end to cancer and to continue to use our bakery-cafes to be able to make a real difference in the communities we serve.”

Any Panera receipt is valid for the program including receipts from rapid pick-up, delivery, dine-in, take-out, and catering orders. Receipts must be from the promotional period (now through May 10, 2019) and must be uploaded to [www.covelli.com/relay](http://www.covelli.com/relay) to qualify for the 15% donation.

The 2018 Liberty County Relay for Life raised a total of \$71,000.

### **About the American Cancer Society**

The American Cancer Society is on a mission to free the world from cancer. The organization is committed to helping others live longer and better by funding and conducting research, sharing expert information, supporting patients, and spreading the word about prevention. <https://www.cancer.org/>

### **About Covelli Enterprises**

Covelli Enterprises operates 315 Panera Bread bakery-cafés 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](http://www.covelli.com)

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