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FOR IMMEDIATE RELEASE

PANERA BREAD TO DONATE A PORTION OF ALL PINK RIBBON BAGEL SALES THIS OCTOBER TO PINK RIBBON GIRLS

Company emphasizes impact of \$6.2 million for breast cancer organizations since 2010

September 26, 2019 – Covelli Enterprises, the largest franchisee of Panera Bread, will launch its month-long Pink Ribbon Bagel campaign October 1 in participating Cincinnati and Northern Kentucky Panera Bread locations 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. After nearly a decade of ‘going pink’, the company is emphasizing the impact the campaign has had on the community since the annual Pink Ribbon Bagel sales began.

Since 2010, Covelli Enterprises has raised \$6.2 million to support breast cancer programs in the communities it serves. Locally, the company donated more than \$11,000 to Pink Ribbon Girls through its 2018 campaign. Funds donated to partner organizations have been used to open new comprehensive breast cancer facilities, purchase mobile mammography units with 3D technology, develop education and outreach programs, provide transportation and assistance for those undergoing treatment, and support life-saving research for advancements in cancer treatment.

In 2018, Pink Ribbon Girls used donations from the Panera campaigns in Cincinnati, Dayton and Columbus to provide 86,000 meals, 4,800 rides and 2000 house cleanings for breast and gynecological cancer patients across the region. Pink Ribbon Girls is an organization founded by women with breast cancer to empower those in treatment and help remove barriers to treatment by providing services and peer support to individuals free of charge.

The breakthroughs funded through the Pink Ribbon Bagel campaign have changed the quality of breast care, allowing more women access to the early detection, rapid treatment, and interdisciplinary care proven to decline breast cancer mortality rates. In other words, Panera’s Pink Ribbon Bagel campaign, in conjunction other company fundraising efforts, has brought about positive change in breast cancer outcomes where Covelli owns restaurants and beyond.

“We don’t go pink just to go pink. We do this every October for the reason that we are make lasting impact on the lives of real people in the communities we serve,” said Sam Covelli, Owner/Operator of Covelli Enterprises. “With the millions of dollars raised through our Pink Ribbon Bagel campaign over the years, we have helped to save lives. It really is more than just dough. And we want our customers to know they made this happen.”

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 now 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 27 local Panera bakery-cafes in the tristate area during the month of October.

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 cafe. The Pink Ribbon Bagel concept was founded by a Panera general manager fighting cancer more than 18 years ago.

About Covelli Enterprises

Covelli Enterprises is the single largest franchisee of Panera Bread, LLC with more than 315 Panera Bread locations in eight

states. In 2018, Covelli Enterprises donated more than \$32 million to hunger relief agencies and non-profit organizations.
www.covelli.com.

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