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Panera Bread Delivers Dream Wheels to Local Kindergarteners

Panera Bread donates 140 Bicycles to Underprivileged Students

COLORADO (May 6, 2013) – Panera Bread will once again partner with Wish For Wheels, a non-profit organization serving the Denver Metro and Colorado Springs area schools, as they lead the community in donating bicycles to area kindergarteners. Panera Bread has purchased 140 new bikes and safety helmets and will donate them during a surprise delivery for two entire kindergarten classes taking place at 10:30 a.m. at Sable Elementary School in Aurora and at 2:30p.m. at Queen Palmer Elementary School in Colorado Springs, Panera Bread is participating in the Wish For Wheels partnership as part of their dedication to supporting local communities.

Panera Bread bakery cafe employees and Colorado office team members are building 140 new bicycles, from 8:00 a.m. until 10:00 a.m. on Tuesday, May 14th at the Fitzsimons Panera Bread bakery-cafe located at 13100 E. Colfax Avenue in Aurora. “The Wish for Wheels partnership is a wonderful way for our team to get involved in their neighborhoods and schools and truly make a difference,” says Craig Flom, President, Breads for the World LLC, franchisee of Panera Bread in Colorado.

“Right now, one in five school-aged children lives in poverty right here in Colorado,” said Brad Appel, Director of Wheelies, Wish For Wheels. “With Panera Bread’s support, our goal is to reach those children, share hope and excitement and help them dream bigger with a new set of wheels.”

Wish for Wheels, founded in 2004, works to make a difference in the lives of local children by providing new bikes and helmets to kindergarten students. Wish for Wheels is a 501(c)(3) non-profit organization serving schools in the Denver and Colorado Springs areas.

About Panera Bread

Panera Bread, known for its artisan breads and fresh salads and sandwiches, was named Most Popular and No. 1 for Best Facilities, Best Healthy Options and Best Salads (for chain restaurants with less than 5,000 outlets) by Zagat; “Healthiest Fast Food” restaurant by Health magazine; and one of Parents magazine’s “Ten Best Fast-Casual Family Restaurants” Breads of the World, LLC, Panera Bread’s local franchisee, operates 31 Colorado bakery-cafes. For more information and bakery-cafe locations, visit www.panera-colorado.com.