



FOR IMMEDIATE RELEASE

Contact: Heather DeSantis
RMD Advertising
DeSantis@RMDAdvertising.com
(614) 794-2008

Contact: Amy Kaplan
Panera Bread
amy.kaplan@panerabread.com
(303) 883-5776

**Colorado Charities Receive Millions from Local Bakery-Cafes
Panera Bread, combined with contributions from customers,
donated more than \$2 million to local charities in 2014**

DENVER, Colorado (January 27, 2015) – Panera Bread of Colorado announces that along with its associates and customers, the company has donated more than \$1.9 million in product donations as part of its Day-End Dough-Nation™ program and nearly \$153,000 in monetary donations throughout 2014 to Colorado charities. Panera Bread is rooted in the spirit of giving back and partners with local charities as part of this effort.

In 2014, Colorado Panera Bread bakery-cafes continued year-round partnerships with local food banks, including Food Bank of the Rockies, Care and Share Food Bank in Colorado Springs, and Community Food Share in Boulder County, as part of Operation Dough-Nation®. Through this program, customers make cash donations at the bakery-cafe registers to support the fight against hunger. Panera Bread also partners with several additional Colorado charities, including Centura Health at Home, Rocky Mountain Cancer Assistance, Sustainable Living Association, and Wish for Wheels. Campaigns to benefit these charities include the Panerathon 5K/10K to Fight Hunger, Pink Ribbon Bagel, Earth Day, and Soup for the Soul.

“Panera Bread is committed to serving Colorado, and we’re proud to give back to local organizations that support our customers and create a positive impact on the community,” said Craig Flom, President, Breads of the World, LLC, franchisee of Panera Bread in Colorado. “We are thankful for our customers’ commitment, and we will continue to support our neighborhoods and set a high standard for corporate giving in 2015.”

Panera Bread’s local 2014 donations included:

- \$67,000 to Food Bank of the Rockies (customer donations)
 - \$10,213 to Food Bank of the Rockies (Westminster Panerathon 5k/10k to Fight Hunger)
- \$15,000 to Care and Share Food Bank (customer donations)
 - \$13,901 to Care and Share Food Bank (Colorado Springs Panerathon 5k/10k to Fight Hunger)
- \$7,000 to Community Food Share (customer donations)
- 325 Frozen Turkeys to Care and Share’s Turkey Drive (customer donations)
- \$6,165 to Porter Hospice and St. Anthony Hospice (Soup for the Soul)
- \$11,550 to Sustainable Living Association (Earth Day/Month)
- \$20,076 to Rocky Mountain Cancer Assistance (Pink Ribbon Bagel)
- \$2,000 Wish For Wheels sponsorship, plus 115 new bicycles and helmets donated to Denver schools through Wish for Wheels (\$8,625)
- \$43,000 in fresh product and gift cards to community organizations
- Equivalent of more than \$1.9 million in day end product to local food banks and soup kitchens

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 37 Colorado bakery-cafes. For more information and bakery-cafe locations, visit www.panera-colorado.com.

###