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Contact: Heather DeSantis
RMD Advertising
DeSantis@rmdadvertising.com
614-794-2008

Contact: Liz Gilbert
Panera Bread
liz.gilbert@panerabread.com
303-332-7428

Pink Ribbon Bagel and Tumbler Sales to Benefit Rocky Mountain Cancer Assistance

Panera Bread Honors Breast Cancer Awareness Month with Charity Donations

DENVER / COLORADO SPRINGS, CO. (September 9, 2014) – [Panera Bread](#) kicks off the 13th Annual Pink Ribbon Bagel campaign by selling Pink Ribbon Bagels and Pink Ribbon Bagel Coffee Tumblers to support Rocky Mountain Cancer Assistance (RMCA) and breast cancer awareness as part of a month-long campaign. Panera will donate net proceeds from each Pink Ribbon Bagel Coffee Tumbler sold, as well as \$.10 for each signature Pink Ribbon Bagel sold throughout October to Rocky Mountain Cancer Assistance. Panera Bread is continuing this initiative to provide financial support and increase visibility of Breast Cancer Awareness month. Beginning October 1, Pink Ribbon Bagel Coffee Tumblers will be on sale for \$10, while supplies last. Net proceeds from tumbler sales will be donated to Rocky Mountain Cancer Assistance. In addition, those who purchase a tumbler will also receive free brewed coffee at any Colorado bakery-cafe location through October 31.

Shaped in the form of the iconic pink ribbon, the Pink Ribbon Bagel features cherry chips, dried cherries and cranberries, vanilla, honey, and brown sugar, and is baked fresh each morning by Panera's bakers at each bakery-cafe. Sue Stees, one of Panera Bread's first franchisees and a breast cancer survivor, developed the Pink Ribbon Bagel in 2001 as a way to help support breast cancer research. Last year, Panera Bread donated \$10,108 to the Rocky Mountain Cancer Assistance. To find Panera Bread bakery-cafes in Colorado, visit www.panera-colorado.com.

"For more than a decade, our Panera guests have been enjoying Pink Ribbon Bagels as a delicious way to support Coloradans battling breast cancer," said Craig Flom, President, Breads of the World LLC, franchisee of Panera Bread in Colorado. "Panera Bread is proud to partner with the Rocky Mountain Cancer Assistance to help raise money for such a worthy cause."

"Panera Bread's Pink Ribbon Bagel campaign raises awareness and unites our community to provide support to those affected by the battle against cancer," said Grace Castellanos, Executive Director for RMCA. "Through our partnership with Panera Bread, more than \$56,000 has been raised for our assistance program to relieve those suffering the financial burden of this devastating disease."

About Panera Bread:

Panera Bread, known for its artisan breads and fresh salads and sandwiches, was recently 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 35 Colorado bakery-cafes. For more information and bakery-cafe locations, visit www.panera-colorado.com.

About Rocky Mountain Cancer Assistance:

Since 2000, Rocky Mountain Cancer Assistance (RMCA) has provided more than \$3 million in financial assistance to more than 5,000 Colorado cancer patients. RMCA recognizes that most patients find that in addition to the difficulty of diagnosis and the rigors of treatment, they cannot work and the family budget suffers. Assistance through RMCA helps patients pay for immediate needs such as food, housing, utilities, transportation expenses and health insurance premiums so they can continue treatment RMCA helps hundreds of cancer patients and their families each year. For more information about Rocky Mountain Cancer Assistance, please visit www.RockyMountainCancerAssistance.org.

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