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Contact: Alexandra Koury

RMD Advertising

Koury@rmdadvertising.com

614-794-2008

Contact: Dacia Henshaw

Panera Bread

dacia.henshaw@panerabread.com

303-250-2526

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. (August 28, 2015) – Panera Bread kicks off the 14th Annual Pink Ribbon Bagel campaign by selling Pink Ribbon Bagels and 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 cents 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. Panera's Pink Ribbon Bagel campaign partnership donations to Rocky Mountain Cancer Assistance have helped more than 150 breast cancer patients and their families in Colorado.

Beginning October 1, a limited supply of Pink Ribbon Bagel Coffee Tumblers will be on sale for \$10 at all Colorado Panera Bread locations (available while supplies last). Net proceeds from tumbler sales will be donated to Rocky Mountain Cancer Assistance. In addition, those who purchase a tumbler will receive unlimited free brewed coffee at any Colorado bakery-cafe 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.

"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 \$76,000 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 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 38 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 \$3.3 million in financial assistance to more than 6,200 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.