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Pink Ribbon Bagel Fundraiser Returns to Panera Bread's 38 Colorado Bakery-Cafes to Raise Money for Breast Cancer Patients in Colorado

Denver, Colo., September 26, 2016 – In support of Breast Cancer Awareness Month, Panera Bread is rolling out their Pink Ribbon Bagels and Colorado bakery-cafes will donate 25 cents from each sale to Rocky Mountain Cancer Assistance throughout October. Shaped in the form of the iconic pink ribbon and baked fresh daily in each bakery-cafe, Panera's Pink Ribbon Bagels are loaded with cherry chips, dried cherries and cranberries, vanilla, honey and brown sugar.

"Panera Bread is proud to support Rocky Mountain Cancer Assistance and the work they do to help Coloradans battling breast cancer," said Craig Flom, President, Breads of the World, LLC, franchisee of Panera Bread in Colorado. "Customers who visit a Colorado Panera bakery-cafe and purchase a Pink Ribbon Bagel in October will be supporting breast cancer patients and their families here in Colorado."

For more than a decade, Panera Bread has donated more than \$100,000 to Rocky Mountain Cancer Assistance, an organization that helps patients pay for immediate needs such as food, housing, utilities, transportation expenses and health insurance premiums so they can continue treatment. Each year, an estimated 3,420 women will be diagnosed with breast cancer in Colorado, a disease that impacts 1 in every 7 women in their lifetime.

"We look forward to partnering with Panera Bread for their Pink Ribbon Bagel fundraiser campaign every year because it not only raises awareness about the prevalence and impacts of this horrible disease, it financially helps individuals and their families who are affected by breast cancer," said Grace Castellanos, Executive Director for RMCA.

To learn more about the Pink Ribbon Bagel fundraiser, visit the Panera Bread website to find a [location](#) near you.

About Panera Bread of Colorado

Panera Bread began with a simple commitment to bake fresh bread from fresh dough in every bakery-cafe, every day. No short cuts, just bakers with simple ingredients and hot ovens. Each night, unsold bread and baked goods are donated to neighbors in need. Panera Bread believes food that is good and that people can feel good about, served in a warm and welcoming environment by people who care, brings out the best in everyone. Breads of the World, LLC, Panera Bread's local franchisee, operates 38 Colorado bakery-cafes. For more information and bakery-cafe locations, please visit www.panera-colorado.com.



About Rocky Mountain Cancer Assistance

Since 2000, Rocky Mountain Cancer Assistance (RMCA) has provided more than \$3.4 million in financial assistance to more than 6,400 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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