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Panera Bread Delivers Dream Wheels to Local Kindergarteners *Panera Bread Donates 115 Bicycles to Underprivileged Students*

DENVER, CO (May 20, 2014) – Panera Bread will partner for the fifth year with Wish For Wheels, a non-profit organization serving Denver-metro schools, as they lead the community in donating bicycles to area kindergarteners. Panera Bread has purchased 115 new bicycles and safety helmets and will donate them during surprise deliveries to two Denver kindergarten classes Wednesday, June 4. The first delivery of 69 bicycles will be at approx Noon at Ellis Elementary School in Denver. Following that, the second donation of 46 bicycles will be approx 3:00 p.m. at Columbian Elementary School.

Panera Bread is participating in the Wish For Wheels partnership as part of their dedication to supporting local communities.

Panera Bread team members will build 115 new bicycles beginning at 8:00 a.m. (until approx 10:00 a.m. or 11:00 a.m.) Wednesday, June 4 at the University Hills Panera Bread bakery-cafe located at 2466 S. Colorado Boulevard in Denver. "What better way for our Panera team to get involved in our neighborhoods than by partnering with Wish For Wheels and truly making a difference in the lives of kindergartens," said Craig Flom, President, Breads for the World LLC, franchisee of Panera Bread in Colorado.

"One in five school-aged children lives in poverty right here in Colorado," said Brad Appel, Director of Wheelies, Wish for Wheels. "With the support of Panera Bread, our goal is to reach those children with hope and excitement and help them dream a bit bigger with a new set of wheels."

Wish for Wheel's mission is to transform the lives of kids from low-income families, broadening their scope for personal growth and a healthy lifestyle through the gift of a new bicycle. Wish for Wheels is a 501(c)(3) non-profit organization that works with Title I schools and youth centers throughout the United States. More information can be found at www.WishForWheels.org.

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 35 Colorado bakery-cafes. For more information and bakery-cafe locations, visit www.Panera-Colorado.com.

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