



FOR IMMEDIATE RELEASE

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**Panera Bread Pink Ribbon Bagels® Return
to Help LI Breast Cancer Organizations**

LI Bakery-Cafes Sweeten their Donation on Power of Pink Day

(July 27, 2012) **Long Island, NY** -- Panera Bread's 22 Long Island bakery-cafes will once again partner with radio station WALK 97.5 to raise money for local breast cancer prevention, education, and support groups. The annual Pink Ribbon Bagel campaign, now in its 11th year, has to date raised well over \$100,000 to benefit organizations on Long Island.

"The initiative continues to grow each year," says Greg George, Vice President of Operations for Doherty Enterprises, Inc., franchisee for Panera Bread. "WALK 97.5 makes a big push in the fall to educate and inform listeners about breast cancer prevention, screening and treatment." He adds, "WALK Radio brings awareness and Panera brings the funds to help sustain several critical groups here on Long Island."

This year, Panera Bread, in partnership with WALK 97.5, will lend a helping hand by donating 25 cents for every Pink Ribbon Bagel sold in its Long Island bakery-cafes to help support: The Adelphi NY Statewide Breast Cancer Hotline & Support Program, Prevention Is the Cure and the Breast Cancer Research Program at Cold Spring Harbor Laboratory.

What's Power of Pink Day?

To give the fundraising a healthy head start, Panera is kicking off its campaign with POWER OF PINK DAY on Monday, October 1st. On this day, Panera will more than quadruple its donation by contributing 100% from each bagel sold to the fund.

George urges businesses, organizations and individuals to call now to reserve their Pink Ribbon Bagels for October 1st. According to George, every Pink Ribbon Bagel or baker's dozen of 13 Pink Ribbon Bagels sold that day or preordered for pickup on October 1st will provide a 100% donation to the designated breast cancer organizations. On POWER OF PINK DAY, Panera will contribute \$1.25 for each bagel, \$9.99 for each baker's dozen.

By the way, for those who have yet to taste a Pink Ribbon Bagel, it's a Cherry Vanilla Bagel--a brown-sugar sweetened, wholesome cranberry-cherry chip bagel—that is shaped into iconic "pink ribbons" each October as a symbol of hope in support of local breast cancer help organizations.

WALK 97.5's Linda Healy, herself a breast cancer survivor, spearheads the radio station's breast cancer advocacy efforts and reminds us that POWER OF PINK DAY provides the perfect excuse to plan a bagel party at work or with friends on October 1st.

Throughout the remainder of October, Breast Cancer Awareness Month, each Long Island bakery-cafe will continue to contribute by donating 25 cents from every Pink Ribbon Bagel sold as well as \$1.00 from each and every Power of Pink Baker's Dozen--any assortment of 13 bagels—that is sold that month.

Last year, in partnership with WALK 97.5, Panera Bread's Pink Ribbon Bagel campaign raised more than \$26,000 over the course of the month-long campaign, including \$10,000 on kick-off day. This year, the Long Island Panera Bread bakery-cafes are hoping to do even better—and they are counting on individuals and groups to make that happen.

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Photo caption:



BAKING PINK RIBBONS--A DELICIOUS WAY TO MAKE A DIFFERENCE – Now in its eleventh year, each October Panera Bread's Pink Ribbon Bagels have given hope to those facing breast cancer by raising funds for research, education and support services.

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About Panera Bread

Panera Bread Company owns and franchises 1,562 bakery-cafes as of March 27, 2012 under the Panera Bread[®], Saint Louis Bread Co.[®] and Paradise Bakery & Cafe[®] names. We feature high quality, reasonably priced food in a warm, inviting and comfortable environment. With our identity rooted in handcrafted, fresh-baked, artisan bread, we are committed to providing great tasting, quality food that people can trust. Nearly all of our bakery-cafes have a menu highlighted by antibiotic free chicken, whole grain

bread and select organic and all natural ingredients, with zero grams of artificial trans fat per serving, which provide flavorful, wholesome offerings. Our menu includes a wide variety of year-round favorites complemented by new items introduced seasonally with the goal of creating new standards in everyday food choices. In neighborhoods across this country and in Ontario, Canada, our customers enjoy our warm and welcoming environment featuring comfortable gathering areas, relaxing decor and free internet access. Our bakery-cafes routinely donate bread and baked goods to community organizations in need. An essential sponsor, Panera Bread's Long Island, Queens and Brooklyn locations provide over 2200 pounds of bread each week from to Island Harvest and City Harvest its Operation Dough-nation® partners. Additional information is available on the Company's website, <http://www.panerabread.com>.

Long Island locations: Bay Shore, Bohemia, Bridgehampton, Carle Place, East Meadow, East Northport, Farmingdale, Hauppauge, Hampton Bays, Hicksville, Huntington, Lake Grove, Lawrence, Massapequa, Mineola, New Hyde Park, North Babylon, Port Jefferson, Riverhead, Rockville Centre, Syosset (new) and West Babylon.

About Doherty Enterprises, Inc.

Doherty Enterprises, Inc. was established in 1985 and is the 12th largest franchisee in the United States, operating five restaurant concepts including: Applebee's Neighborhood Grill & Bar, Panera Bread, Chevys Fresh Mex, and two of their own concepts, The Shannon Rose Irish Pub and Spuntino Wine Bar and Italian Tapas. To date, Doherty Enterprises owns and operates 97 restaurants in northern and central New Jersey, Long Island, Queens, Brooklyn and Staten Island. The Doherty vision is to be the "Best Food Service Company in the Tri-State Area" and its mission is to "Wow Every Guest Every Time, Wow Our People, Wow Our Communities and Wow Our Suppliers." (www.DohertyInc.com)