



**For Immediate Release**

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**PANERA BREAD, PINK RIBBON GIRLS & MIAMI VALLEY HOSPITAL FOUNDATION TEAM UP TO FIGHT BREAST CANCER THIS OCTOBER THROUGH THE SALE OF PINK RIBBON BAGELS**

**DAYTON, OH – October 1, 2016** – Panera Bread is joining the fight against breast cancer by baking its signature Pink Ribbon Bagels this Breast Cancer Awareness month. For the entire month of October, a portion of the proceeds from all Pink Ribbon Bagel sales will be donated to Pink Ribbon Girls and Miami Valley Hospital Foundation. The 13 Dayton, Ohio Panera Bread bakery-cafes will donate 100% of the proceeds on Oct. 3.

Last year, over 23,000 Pink Ribbon bagels were sold for the cause in Dayton Panera Bread cafes.

"We make this campaign a priority every year for a reason," said Sam Covelli, Owner/Operator of Covelli Enterprises, the Ohio-based franchisee of Panera Bread. "The funds raised by the Pink Ribbon Bagel are helping to save the lives of local women with breast cancer. There's no better feeling than knowing you can help make difference."

Pink Ribbon Girls provide free direct services to patients and their families undergoing breast and other women's reproductive cancer treatment through their *Simply Fight!* and *NO Age NO Stage* programs.

Mikki Clancy, Chief Operating Officer, Miami Valley Hospital and breast cancer survivor herself, benefitted from both Miami Valley Hospital and Pink Ribbon Girls programs. Of the programs, Clancy said, "Pink Ribbon Girls and Miami Valley Hospital were a godsend in my treatment and recovery...Supporting these community assets serves hundreds of local patients in their fight against cancer!"

Shaped in the form of the iconic pink ribbon, the signature Pink Ribbon bagels feature cherry chips, dried cherries and cranberries, vanilla, honey, and brown sugar, and are baked fresh each morning by Panera bakers at each bakery-café. Customers may pre-order Pink Ribbon Bagels in advance by visiting [www.covelli.com/gopink](http://www.covelli.com/gopink). Panera Bread is also encouraging patrons to show their support for the cause by posting a photo to social media using the hashtag #MoreThanDough and tagging @pinkribbonbagel.

**About Covelli Enterprises and Panera Bread**

Covelli Enterprises is the largest franchisee of Panera Bread, LLC., with more than 275 bakery-café's in 5 states and in Canada. In 2015, Covelli Enterprises donated more than \$26 million to non-profit organizations. [www.covelli.com](http://www.covelli.com)

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