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MEDIA CONTACT:

David Hughes, Dodge Associates
(401) 273-7310 dave@dodgeadv.com

**LOCAL PANERA BREAD BAKERY-CAFES JOIN FOOD FOR THE POOR, INC.
TO ANNOUNCE FUNDRAISING CAMPAIGN TO PROVIDE RELIEF
FOR THE HAITI EARTHQUAKE VICTIMS**

CUMBERLAND, RI, January 18, 2010 — Twenty Panera Bread bakery-cafes in Rhode Island, Southeastern Massachusetts and Greater Hartford/Eastern Connecticut markets announce that they have joined a fundraising campaign to assist the earthquake victims of Haiti as part of its “Helping Families in Knead” Program. Specifically, customers will be asked at the register if they would like to donate a dollar or more to assist Food For The Poor, Inc. with its goal of providing \$5 million in relief to Haiti. Donations can also be made by visiting: www.foodforthe poor.org/haitiquake. *The participating Panera bakery-cafes are as follows:* **Connecticut** -- Waterford, Foxwoods, Enfield, Newington, Glastonbury, Manchester (2), West Hartford, Canton and Bristol; **Massachusetts** -- North Dartmouth, Seekonk, North Attleborough and Plainville; and **Rhode Island** -- Wakefield, Newport, East Greenwich, Warwick, Cranston, and Smithfield. All twenty Panera Bread bakery-cafes are owned and operated by Howley Bread Group based in Cumberland, RI.

Food For The Poor, Inc., the largest private international relief and development organization in the United States, has a long history of working in Haiti with more than 96 percent of all donations going directly to programs that help the poorest of the poor. **Panera Bread/Howley Bread Group’s “Helping Families in Knead” theme for 2010 is an internal program created to increase the philanthropic contributions of its employees whether it be with Panera Bread based fundraising campaigns or their own personal involvement with volunteerism.**

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Panera Bread/HBG's local cafes also support charitable causes through its Operation Dough-Nation[®] program. Since it was founded in 1992 to formalize Panera's commitment to community involvement, Operation Dough-Nation[®] has contributed both monetary and bread donations through its Community Breadbox[™] and Day-End Dough-Nation[™] programs to local food pantries, hunger relief agencies and other community organizations. In 2008, Panera Bread bakery-cafes collectively donated a retail value of more than \$50 million dollars worth of bread and baked goods to charitable organizations helping to address the need for food distribution in our local communities.

All Panera Bread locations are open for breakfast, lunch and dinner and offer a variety of menu items, including breads and bagels, breakfast sandwiches, creative lunch and dinner sandwiches, hand-tossed salads, homemade soups and a variety of espresso beverages. Panera Bread-Via Panera also caters and delivers its full menu to offices and parties of 5 or more.

Howley Bread Group, LTD based in Cumberland, RI is one of Panera Bread's top franchises in the country. The franchisee owns and operates a total of twenty bakery-cafes in RI, Southeastern MA and Greater Hartford/Eastern CT markets. For more information, please contact one of Howley Bread Group's participating Panera Bread bakery-cafes or visit www.panerabread.com.