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Panera Bread Raises a Sweet \$30,000 for Local Breast Cancer Groups

Women are reminded to make a life-saving New Year's resolution

Long Island, NY— (December 17, 2012)— The annual Pink Ribbon Bagel campaign run by Panera Bread raised more than \$30,000 this year to benefit several local breast cancer organizations. During Breast Cancer Awareness Month, Panera Bread bakers hand twisted thousands of cherry vanilla bagels into the iconic “pink ribbon” shape to raise funds for prevention and a cure, but, as the New Year approaches, they also hope the bagels have served as a reminder to women to take control of their own health by scheduling their yearly mammograms.

“Women need to make this an annual New Year’s resolution that they actually keep,” says Greg George, Vice President of Operations for Doherty Enterprises, franchisee of the Long Island bakery-cafes.

“Get screened regularly,” urges Linda Healy, herself a breast cancer survivor and Promotion Coordinator for WALK 97.5, Panera Bread’s media partner throughout the campaign. “Detecting cancer in its earliest stages improves survival. Speak up for yourself. If something doesn't look right or feel right don't take no for an answer. Insist on further action. Be your own advocate.”

Karen Joy Miller, Huntington Breast Cancer Action Coalition, Inc., agrees, “Keep abreast of current health information, ask questions, and take charge of your breast health screening.”

The beneficiaries of this year’s funds were the **Adelphi Breast Cancer Hotline & Support Program** whose goal is to educate, support, empower and advocate for breast cancer patients, professionals and the community; **Prevention is the Cure** which seeks to increase public awareness of environmental links to breast cancer and promotes a

precautionary health model; and the **Breast Cancer Research Program at Cold Spring Harbor Laboratory** where innovative breast cancer research is being performed. Recently, Panera Bread presented each of the Long Island organizations with a check for nearly \$8,500 to help advance their work. A check for \$5,200 was also given to **Gilda's Club New York City** which creates welcoming communities of free support for everyone living with cancer – men, women, teens and children – along with their families and friends.

For information on breast health, contact Prevention is the Cure at (631) 547-1518 or visit www.preventionisthecure.org or contact the Adelphi Breast Cancer Hotline at 800-877-8077 with questions or concerns about breast cancer and for support services and other referrals.



Photo Caption (photo jpg attached)

Panera Bread “Pink Ribbon Bagels” Raise \$30,000 for Local Breast Cancer Programs -- Panera Bread presented three checks recently to beneficiaries of its 2012 Pink Ribbon Bagel campaign. Pictured (left to right) are: Charlie Prizzi and Paula Smith, representing Cold Spring Harbor Laboratory: Breast Cancer Research Program;; Caroline Riley from WALK 97.5 Panera Bread’s media partner in the campaign; Hillary Rutter and Lyn Dobrin with the Adelphi NY Statewide Breast Cancer Hotline & Support Program; Tim Magorrian, Area Director for Panera Bread; and Karen Joy Miller, president and founder of the Huntington Breast Cancer Action Coalition’s Prevention is the Cure.

About Panera Bread Company

Panera Bread Company owns and franchises 1,591 bakery-cafes as of June 26, 2012 under the Panera Bread®, Saint Louis Bread Co.®, and Paradise Bakery & Café® 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 the United States 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, Brooklyn and Queens locations provide over 2200 pounds of bread each week from its area bakery-cafes 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 100 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)