



**October 22, 2010**

**From: Christie H. Glaeser / Panera Bread**

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### **Panera Bread Donates \$20,000 to Young Survival Coalition of Kansas City**

Kansas City — Panera Bread, with 23 Kansas City area locations, 3 in Wichita and additional cafes in St. Joseph, Lawrence, Manhattan and Topeka is proud to support Breast Cancer Awareness during the month of October. Panera Bread's Swing for Life 2010 Golf Tournament was held at Prairie Highlands on October 8th and nearly 110 participants enjoyed a beautiful day to support the cause. Through sponsorships, entry fees, mulligan sales, raffle tickets and in-kind donations the event was proud to donate \$15,010.15 to Young Survival Coalition of Kansas City, a breast cancer awareness organization.

In spirit of the Pink Ribbon symbolizing Breast Cancer Awareness, all Panera locations are producing the Pink Ribbon Bagel, a Cherry Vanilla Bagel in ribbon form. Panera Bread of Kansas donated \$5,000 to Young Survival Coalition of Kansas City from the sale of the Pink Ribbon Bagels in the month of October.

Young Survival Coalition (YSC) is the premier global organization dedicated to the critical issues unique to young women who are diagnosed with breast cancer. YSC offers resources, connections and outreach so women feel supported, empowered and hopeful. With an interactive website and 26 Affiliates across the United States, it is YSC's goal that no young woman is left to face breast cancer alone.

In addition to this donation, each bakery-café donates its excess breads, cookies, pastry items and other baked goods to non-profit groups each night. Panera Bread continues each day to build their relationships with those living and working in their communities through programs such as Operation Dough-Nation. Donations of bakery items to those in need within the community keeps Panera Bread connected with those served each day. To learn more, please visit [www.panerakansas.com](http://www.panerakansas.com).

With its concept embedded in handcrafted, fresh-baked, artisan bread, Panera Bread stands by its mission—a loaf of bread in every arm.

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