



FOR IMMEDIATE RELEASE

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Panera Bread of Kansas and its Customers Collect for the Salvation Army

3rd Annual Stock the Shelves Helps Keep the Pantries Full

Prairie Village, Kansas – Panera Bread of Kansas held its 3rd Annual Stock the Shelves throughout the Kansas City Metro, Wichita, Topeka, Manhattan, Lawrence and St. Joseph on November 17, 2011. Guests donated over 2,300 non-perishable items to the Salvation Army at area Panera locations.

Due to the state of the economy, the Salvation Army has experienced a significant increase in requests for assistance this year and its food pantries are having trouble keeping the shelves full. Panera Bread of Kansas asked its guests to bring in a non-perishable food item and receive a free cup of coffee or soft drink as a thank you.

“The economy has taken a toll on the people in our communities and put a strain on local food pantries,” said Michelle Cole, Director of Marketing for Panera Bread of Kansas. “At Panera Bread, we are committed to our communities and are happy to make these donations to help residents in need.”

As the winter and holiday months draw near, the Salvation Army requests donations of non-perishable items such as canned vegetables, fruit and meat along with soup, peanut butter, hot and cold cereal, boxed stuffing and boxed meals.

About Panera Bread of Kansas

Panera Bread of Kansas operates 31 bakery-café locations in both Kansas and Missouri, including the Kansas City metro area, Wichita, Topeka, Lawrence, Manhattan and St. Joseph. Coming soon to Derby, KS, Brookside, KCMO and Sedalia, MO.

Founded in 1993, Panera Bread of Kansas takes pride in providing great customer service from friendly associates who offer an “everyday oasis” for valued guests. For more information, please visit www.panerakansas.com.

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