



FOR IMMEDIATE RELEASE

November 30, 2011

MEDIA CONTACT:

Michelle Cole

Panera Bread of Kansas

913-940-0939

michelle.cole@panerakansas.com

Panera Bread of Kansas Donates over \$32,000 to Gilda's Club of Kansas City

4th Annual Swing for Life Golf Tournament and Pink Ribbon Bagel Sales Help Support Gilda's Club

Prairie Village, Kansas – Panera Bread of Kansas, with 23 Kansas City metro locations, 4 in Wichita and additional locations in Lawrence, Manhattan, Topeka and St. Joseph, was proud to support Breast Cancer Awareness during the month of October. The 4th Annual Swing for Life Golf Tournament was held at Leawood South Country Club on October 10th, 2011.

Through sponsorships, entry fees, mulligan sales, raffle tickets and in-kind donations the one day event raised over \$25,000 to be donated to Gilda's Club of Kansas City, an organization that provides networking and support activities to cancer patients.

In addition to the Golf Tournament proceeds, Panera Bread of Kansas also donated 10 cents from every Pink Ribbon Bagel sold and \$1.00 from every baker's dozen sold during the month of October to Gilda's Club of Kansas City. Because of the amazing support of our customers, the sales of the Pink Ribbon Bagels and baker's dozen added another \$7,300 for the charity for a grand total of **\$32,965.83** to be donated.

Gilda's Club of Kansas City, an affiliate of The Cancer Support Community, opened its clubhouse near the Country Club Plaza in October. It is named for and inspired by comedian Gilda Radner of "Saturday Night Live" fame, who died of ovarian cancer in 1989. The core components of Gilda's Club are support, education, healthy lifestyle, social connection and resources and referral. All programs are free of charge.

According to Vanessa Finley, Executive Director for Gilda's Club of Kansas City, "This very generous donation from Panera Bread will go towards providing emotional and social support to people in the Kansas City area who have been impacted by any type of cancer. Specifically, this contribution will cover a portion of the annual costs of providing two critical components of the full Gilda's Club Program. The first is the Healthy Lifestyle component where members participate in a variety of nutrition activities. The second component is Noogieland, the children's program that provides a warm, supportive environment for children whose lives are affected by cancer in some way."

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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