

NEWS RELEASE

For Immediate Release

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Local Pizzeria to Raise Funds for Breast Cancer Research

(Your City), (State), September 20, 2012 — A local pizzeria is offering breast cancer patients across the country a Slice of Hope next month. (Your Pizzeria Name) is helping raise critical funding for breast cancer research by donating (X) percent of its sales from Friday, Oct. 12 to the Karen Mullen Breast Cancer Foundation, a national charity based in Seattle.

October 12th has been designated as a National Pizza Party Day by Slice of Hope, a pizza industry charitable initiative. Slice of Hope has banded together pizzerias from across the nation in an effort to fight this invasive disease, which will impact hundreds of thousands of women and men this year. In fact, more than 190,000 new cases of breast cancer will be diagnosed this year. And, sadly, approximately 40,000 women will die from the disease this year. That's approximately 110 breast cancer deaths daily, and (Your Pizzeria Name) owner (Your Name) says that's simply too many.

“There isn't a person in this country who hasn't felt the effects of breast cancer in some way,” (Your last name) says. “Whether you've had the disease yourself, or a family member or friend has had it, it's safe to say you've been impacted by breast cancer. (Your Pizzeria Name) wants to do something to help end this disease. That's why we've joined Slice of Hope and will be donating (X) percent of our sales on Friday, Oct. 12. So please come down to (Your Pizzeria) that night to show your support of this cause.”

Slice of Hope is spearheaded by Pizza Today magazine editor Jeremy White. White, Pizza Today publisher Pete Lachapelle and a small team of cyclists will bike from Lakeland, FL, to Naples, FL, Oct. 9-12 to raise awareness for Slice of Hope's fight against breast cancer. On Oct. 12, pizzerias across the nation — including (Your Pizzeria Name) — will donate funds to the Karen Mullen Breast Cancer Foundation, which has committed to giving 100 percent of the Slice of Hope proceeds to a handful of the nation's leading breast cancer research labs.

(Your Pizzeria Name) is located at (Your business address goes here). For more information, visit (your Web site here).

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