



**ATTENTION:** News Director

**FOR MORE INFORMATION CONTACT**

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Beyond Pink TEAM Publicity Committee

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**FOR IMMEDIATE RELEASE**

### **Pink Ribbons Just Got Tastier!**

WATERLOO, IOWA – 9/22/2009 – When National Breast Cancer Awareness Month rolls around each October there is never a shortage of pink ribbons. But what if you could benefit a local breast cancer coalition while savoring a tasty pink-ribbon-shaped bagel? The Beyond Pink TEAM is excited to announce it has been selected by Panera Bread bakery-cafe as a partner organization for Panera's Pink Ribbon Bagel® campaign for October 2009.

As part of the campaign, Panera Bread will donate 25 cents from every Pink Ribbon Bagel sold in its Waterloo and Cedar Falls bakery-cafes to the Beyond Pink TEAM, while raising awareness for the cause. All proceeds from the Pink Ribbon Bagel sales are used to further the breast cancer activities of the Beyond Pink TEAM, such as; providing a support group to women with breast cancer, quarterly education events for Young Cancer Survivors, producing a quarterly newsletter focused on breast cancer awareness and updates, offering free and reduced cost screening mammograms for women who can't afford it and lobbying legislators to support breast cancer research funding.

This is the third year in a row the Beyond Pink TEAM for this partnership. The Pink Ribbon Bagel promotion acts as both a fundraising and an awareness campaign for local breast cancer groups. Last year Panera Bread donated nearly \$800 to the Beyond Pink TEAM following the promotion, roughly the equivalent of six free mammograms.

"Panera Bread of Iowa is committed to serving the local community, many of whom have had their lives touched by breast cancer," said Ken Matlack, Panera Bread of Iowa district manager. "We are proud to partner with the Beyond Pink TEAM because we know they provide exceptional resources to our community and our donation is being used to change the lives of our friends and neighbors right here in the Cedar Falls/Waterloo area."

The Panera Pink Ribbon Bagel is baked fresh daily at Panera Bread bakery-cafes and features cherry chips, dried cherries and cranberries, vanilla, honey and brown sugar. The product follows the tradition of 'thinking pink' during the month of October in the quest to eradicate breast cancer disease. Sue Stees, one of Panera Bread's first franchisees and a breast cancer survivor, developed the idea for the Pink Ribbon Bagel in 2001 as a way to help support the cause. The Beyond Pink TEAM is now excited to be invited to participate and use those funds towards its breast cancer activities in the Cedar Valley.

For more information about the Beyond Pink TEAM or the Panera Bread Pink Ribbon Bagel call Gabbi DeWitt of the Beyond Pink TEAM at 319-292-2225 or John Kauffman of Panera Bread of Iowa at 319-365-9093 x213.

The Cedar Valley Cancer Committee is a non-profit organization made possible by the collaborative efforts of many health organizations, businesses and dedicated individuals' throughout the Cedar Valley. The Beyond Pink TEAM focuses on breast cancer in the Cedar Valley. Going beyond pink ribbons, beyond pink light bulbs, beyond pink trinkets; Beyond Pink, we accomplish our mission by **T**aking action, **E**ducation, **A**dvocating and **M**aking a difference.

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Attachment: Picture – Panera Bread Pink Ribbon Bagel

**\*\*MEDIA NOTICE\*\***

**For more information about the  
BEYOND PINK TEAM visit:**

**WWW.CEDARVALLEYBREASTCANCER.ORG**

**Panera Bread's Pink Ribbon Bagel®**  
On Sale Through October / National Breast Cancer Awareness Month  
25 cents of each Pink Ribbon Bagel sold in Waterloo/Cedar Falls  
Goes to Benefit the Beyond Pink TEAM

