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Local Bakery-Cafes Support the Fight For A Cure during National Breast Cancer Awareness Month

*Panera Bread Supports the Rocky Mountain Cancer Centers Foundation
through its annual Pink Ribbon Bagel Campaign*

DENVER – Oct. 1, 2009 – In support of October being National Breast Cancer Awareness Month, Panera Bread bakery-cafes throughout Colorado are offering a Pink Ribbon Bagel — loaded with cherry chips and real bits of Bing cherries and cranberries. Twenty-five cents from each Pink Ribbon Bagel sold will benefit the Rocky Mountain Cancer Centers Foundation (RMCCF). The American Cancer Society estimates 20,340 new cancer cases in Colorado this year.

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 bring awareness to and 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.

“Panera Bread is committed to serving Coloradoans, many of whom have had their lives touched by breast cancer,” said Craig Flom, regional operating partner of Colorado Panera Bread bakery-cafes. “The Rocky Mountain Cancer Centers Foundation has been a local champion of the cause for several years and we are honored to join them in supporting those who are affected by cancer this year.”

In addition to the Pink Ribbon Bagel fundraiser, Panera Bread is asking the community leaders of Colorado to participate in a quilt campaign. The ‘Joined In Hope’ Pink Ribbon Bagel Campaign will give Colorado influencers the opportunity to decorate a 6x6 inch piece of fabric with a special message of hope and inspiration targeted toward those who are currently fighting breast cancer. Once complete with messages of hope, this unique quilt will be listed for auction in November, with all proceeds benefitting RMCCF. In 2008, Panera Bread was able to donate nearly \$9,000 to RMCCF as result of the Pink Ribbon Bagel sales and quilt auction.

RMCCF is a Colorado-based non-profit organization providing financial assistance to patients and families during treatment periods. Due to the patient's potential inability to work during these periods, the Foundation assists with the cost of everyday needs, such as food, housing, utilities, and medicines.

“Panera Bread’s Pink Ribbon Bagel Campaign helps provide a wider platform for breast cancer awareness in Colorado,” said Steph Shulman, executive director for RMCCF. “It is efforts like these that allow our Foundation to continue providing support to those affected by the battle against cancer.”

About Panera Bread

Panera Bread, recently named Healthiest Fast Food restaurant by *Health* magazine and one of *Parents* magazine’s Ten Best Fast-Casual Family Restaurants, is locally owned and operated by Breads of the World, L.L.C. Breads of the World currently owns and operates all 25 Colorado Panera Bread locations, including three Boulder County locations in Boulder, Superior and Longmont; 15 locations in the Denver metro area; four in Colorado Springs; two in Fort Collins and one in Loveland. The company founders studied the art of bread making extensively, traveling the country to learn directly from some of the best bakers in the world. Panera Bread offers two lines of breads, Artisan and Sourdough. Its hearty, handcrafted Artisan loaves are baked in traditional European-style stone deck ovens. Its tangy, robust Sourdough breads are made from a carefully nurtured Sourdough starter. Panera Bread uses only the highest quality ingredients baked fresh every day, in every bakery-cafe, using no preservatives.

About Rocky Mountain Cancer Centers Foundation

Since 2000, the Rocky Mountain Cancer Centers Foundation has been providing financial assistance to needy Colorado cancer patients. The Foundation recognizes that most patients find that in addition to the difficulty of diagnosis and the rigors of treatment, they cannot work and the family budget suffers. Assistance through the Foundation helps patients pay for immediate needs such as food, housing, utilities transportation expenses and health insurance premiums so they can continue treatment and to survive with dignity. The Foundation helps hundreds of cancer patients and their families each year. For more information about the Rocky Mountain Cancer Centers Foundation, please visit www.rmccf.org.

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