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## **Colorado Teachers To Be Honored with Student Video Contest**

*Panera Bread Encourages Students to Nominate Outstanding Teachers*

**DENVER (April 8, 2011)** – Panera Bread, announces *Panera's Top Teachers* video contest. Students are encouraged to submit nominations for outstanding teachers at [PaneraTopTeachers.com](http://PaneraTopTeachers.com) from April 8 – May 6; winners will be announced beginning May 16. *Panera's Top Teachers* aims to support local schools, as part of Panera Bread's dedication to supporting local communities.

Students ranging from Preschool through 12<sup>th</sup> grade may upload a short video – one minute or less – to [PaneraTopTeachers.com](http://PaneraTopTeachers.com), explaining why their teacher deserves to be one of *Panera's Top Teachers*. In lieu of a video, students may also submit a 100 – 200 word essay. Teachers must demonstrate leadership in the community, be honest, genuine, warm and welcoming, as well as present fresh, innovative and creative ideas to their students. The community is encouraged to visit *Panera's Top Teachers* website to vote for and to share links of their favorite video submission. Voting is open through the duration of the contest.

Three Grand Prize winning teachers, along with their nominating students, will each be awarded with a new Tablet PC. Additionally, teachers will receive a \$100 Panera Bread gift card and a bagel breakfast for their classroom. Winning video and essay submissions are based on contest qualifications and number of votes, and are divided by grades Preschool–3, 4–8 and 9–12.

"Teachers are truly unsung heroes and there is no time like the present to show our appreciation," said Craig Flom, Regional Operating Partner, Panera Bread. "We encourage students of all ages to recognize their favorite teachers in this fun, fresh and creative contest. As an organization focused on community, Panera Bread is proud to honor Colorado teachers who are every day sources of strength and inspiration in our schools."

Throughout National Teacher Appreciation Week, May 2 – 6, teachers who visit Panera Bread and order an entrée and a drink will receive a free bakery item when presenting their school I.D. Teachers will also be encouraged to visit [PaneraTopTeachers.com](http://PaneraTopTeachers.com) for a chance to attend Panera Bread's next preview tasting event.

Panera Bread, known for its artisan breads and fresh salads and sandwiches, was recently named Most Popular and No. 1 for Best Facilities, Best Healthy Options and Best Salads (for chain restaurants with less than 5,000 outlets) by *Zagat*; "Healthiest Fast Food" restaurant by *Health* magazine; and one of *Parents* magazine's "Ten Best Fast-Casual Family Restaurants" Breads of the World, LLC, Panera Bread's local franchisee, operates 28 Colorado bakery-cafes. For more information and bakery-cafe locations, visit [Panera-Colorado.com](http://Panera-Colorado.com).

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