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Panera Bread® Pink Ribbon Bagel™ Campaign Raises Money and Awareness for Breast Cancer

Effort Helps Breast Cancer Research and Patient Ed Programs at The Cancer Institute of New Jersey

New Brunswick, N.J., December 12, 2007 – The power of pink was evident this fall, as \$6,000 was raised for patient education programs and breast cancer research at The Cancer Institute of New Jersey (CINJ) through Panera Bread's Pink Ribbon Bagel campaign. A check representing the effort was presented to the Cancer Institute of New Jersey Foundation this week.

The campaign, designed to bring about breast cancer awareness during the month of October, featured the sale of the cherry and cranberry signature bagel, which is shaped in the form of a traditional breast cancer awareness ribbon. Twenty-five cents of every Pink Ribbon Bagel sold in the 34 Panera Bread locations owned and operated by the Panera Bread franchise entity, Fenwick Group, was designated for CINJ. Other breast cancer-related entities nationwide also received proceeds from the sale of the specialty item from the more than 1,100 Panera bakery-cafes across the country.

Over the 31-day period, 24,000 Pink Ribbon Bagels were sold throughout the Fenwick outlets in central and northern New Jersey -- an achievement Mark Brownstein, chief operating officer of the franchise, says shows the public's awareness to the critical need for more research, "Because of the advances made in breast cancer treatment through the years, I think members of our community feel empowered and are willing to contribute to the great strides being made in this area by The Cancer Institute of New Jersey. Panera Bread will remain committed to this cause on behalf of our local communities, and it is our honor to lend such support."

"Thanks to Panera's generosity, our researchers will be better equipped to discover and develop advanced breast cancer treatments and improved prevention methods," said Paula Hunchar, executive director of the Cancer Institute of New Jersey Foundation. "With more than 6,000 new cases of breast cancer expected by year's end in New Jersey alone, the financial support made possible by this campaign is so important and our patients will directly benefit by Panera's outstanding efforts."

The Panera Pink Ribbon Bagel 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.

About The Cancer Institute of New Jersey

The Cancer Institute of New Jersey is the state's first and only National Cancer Institute-designated Comprehensive Cancer Center, and is dedicated to improving the prevention, detection, treatment and care of patients with cancer. CINJ's physician-scientists engage in translational research, transforming their

laboratory discoveries into clinical practice quite literally bringing research to life. The Cancer Institute of New Jersey is a Center of Excellence of UMDNJ-Robert Wood Johnson Medical School. To support CINJ, please call the Cancer Institute of New Jersey Foundation at 1-888-333-CINJ.

The Cancer Institute of New Jersey Network is comprised of hospitals throughout the state and provides a mechanism to rapidly disseminate important discoveries into the community. Partner Hospitals: Robert Wood Johnson University Hospital, Atlantic Health (Morristown Memorial Hospital and Overlook Hospital). Affiliate Hospitals: Bayshore Community Hospital, CentraState Healthcare System, Cooper University Hospital*, Jersey Shore University Medical Center, JFK Medical Center, Raritan Bay Medical Center, Robert Wood Johnson University Hospital at Hamilton (CINJ-Hamilton), Saint Peter's University Hospital, Somerset Medical Center, Southern Ocean County Hospital, The University Hospital/UMDNJ-New Jersey Medical School*, and University Medical Center at Princeton. *Academic Affiliate

About Panera Bread

Panera Bread serves fresh baked, handcrafted artisan breads, sweet and savory baked goods, hand-tossed salads, wholesome soups, and signature sandwiches in a distinctly warm and welcoming environment. Panera Bread is committed to using great tasting, quality ingredients in the food we offer, and contributing to the neighborhoods in which our customers and employees live and work through programs like Operation Dough-Nation ®. Headquartered in Richmond Heights, MO, Panera Bread owns and franchises 1,115 bakery-cafes under the Panera Bread ® and Saint Louis Bread Co. ® names as of September 25, 2007. For more information, visit www.panerabread.com.

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