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**FOR IMMEDIATE RELEASE**

**PANERA BREAD PARTNERS WITH FETAL HOPE FOUNDATION FOR BAGELS BENEFITTING BABIES**

**Denver, CO** – As part of their ongoing partnership with the Fetal Hope Foundation, all Colorado Panera Bread bakery-cafes will be participating in the Bagels Benefitting Babies Campaign to benefit the Fetal Hope Foundation in August. Between August 10<sup>th</sup> and August 25<sup>th</sup>, Colorado Panera Bread bakery-cafes will donate \$0.50 to the Fetal Hope Foundation for each purchase of a “Bagel Pack” (13 freshly baked bagels and 2 containers of cream cheese) or “Dozen & A Half Bagel Bunch” (18 freshly baked bagels).

“We are so grateful to Panera for helping us not only raise much needed funds for our programs, but for also helping us provide awareness of the 15,000+ pregnancies in Colorado that will be affected by a fetal distress or syndrome this year,” said Lonnie Somers, CEO and Founder of the Fetal Hope Foundation. “Panera has been a partner since our inception and we are honored to have this dedication.”

Panera Bread’s partnership with Fetal Hope is in conjunction with its sponsorship of the Kids Fun Run for the Denver Race for Fetal Hope in November.

“Panera Bread is proud to partner with the Fetal Hope Foundation throughout the year,” said Craig Flom, operating partner for the Colorado Panera Bread bakery-cafes. “With the help of our loyal customers and communities, we hope to create more awareness and support for Fetal Hope.”

Founded in 2006, the Fetal Hope Foundation serves as a liaison between families and the medical community when babies are diagnosed with intra-uterine fetal syndromes. The non-profit organization focuses on providing support, providing information, funding research, increasing awareness and serving as an outlet for leading medical information pertaining to fetal distresses and syndromes. Through partnerships with organizations such as Panera Bread, Fetal Hope has directly assisted over 300 families worldwide, and has been a source of information to hundreds of thousands through its website presence.

For more information on the Bagels Benefitting Babies Campaign, or to find the Panera Bread location nearest you, please visit [www.panera-colorado.com](http://www.panera-colorado.com).

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### **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.

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