

THE
NEW
EVENING
MOVEMENT

FOR IMMEDIATE RELEASE

pizzaBOGO's "Buy One, Give One" MOVEMENT SLAPS GOVERNMENT'S EFFORTS IN THE FACE



AKRON, Ohio (September 8, 2010) – The greater Akron community has been hit especially hard by the economic downturn. People are jobless, homeless and don't know how to feed their children. As soon as gourmet pizza company pizzaBOGO hears of someone who's lost his or her job, hot, fresh-baked pizza with nutritious ingredients is delivered to them through local churches. It's easier to face life's challenges when families have eaten a good, healthy meal. While on the other hand, most government programs have proved inefficient and ineffective in being as instantaneous as pizzaBOGO Movement.

The Buy One, Give One pizzaBOGO Movement is at the heart of the company's New Generation pizza model. "Giving back is at the very core of our philosophy," said Issam Halawi, founder and operator of pizzaBOGO. "We make it easy for the customer to share in the program, at no cost to them. Everyone wins by giving."

Each month, pizzaBOGO tracks its sales and purchases ingredients to make the donated pizzas. For every order purchased, pizzaBOGO provides pizza to participating partner organizations.

KEY FOCUS IS ON FAMILY HOMELESSNESS

Since 2006, Halawi has been donating to local charities in an attempt to fight the issues that arise for homeless women and children. One organization, Access Shelter, serves families in need in Akron and surrounding communities. Director Lynn Budnick explained, "The individuals and families who arrive at ACCESS are all in crisis. While we provide for the family's basic needs, our budgets do not allow for a splurge, like a real pizza. pizzaBOGO makes that a reality and our clients, especially the kids, just love it!"

According to the U.S. Department of Housing and Urban Development's annual Homeless Assessment Report, family homelessness is on the rise for the second straight year. "The largest growth statistic in homelessness today is the young mother under the age of 25 with multiple small children," Budnick said. "This economy made a big impact on the number of families seeking assistance from us. The support we receive from our donors and volunteers helps us achieve our mission."

A RALLYING POINT FOR COMMUNITY SUPPORT

Robert Kopis, franchise owner of the PizzaBOGO in Cleveland Heights, said that the BOGO Movement has garnered considerable community support. "Our customers tell us they love donating free pizza every time they purchase one," Kopis said.

Now pizzaBOGO is taking the Buy One, Give One Movement a step further. According to Halawi, the company typically serves between 400 and 700 pizzas on Wednesdays. Beginning in September, they're striving to sell 1,000 pizzas to better support their partner organizations. "The more pizzas we sell, the more people we can help," said Halawi.

To help reach their goal, the company is offering a large pizza with unlimited toppings for \$5.50 every Wednesday. "There's still a lot we can do to help," he said. "We'll keep selling pizzas and promoting the BOGO Movement." For further information, visit www.pizzabogo.com.

About pizzaBOGO: pizzaBOGO is a New Generation upscale, award-winning pizza brand based in Ohio. The unique menu captures the gourmet flavors of the world while remaining in sync with changing consumer tastes and trends and offering affordable pricing with free unlimited toppings. The company actively gives back to local communities with its "Buy One, Give One" Movement to help feed the hungry. Franchise opportunities are available to aspiring boss-a-BOGOs. For more information, visit www.pizzabogo.com.

About Access Shelter: Access addresses the plight of homeless women and children. The agency encourages the development of self-esteem and the attainment of self-sufficiency by providing a holistic, safe and supportive environment, and offerings programs for housing, advocacy and empowerment. For more information, visit www.access-shelter.org.

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