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## **Panera Bread and the Greater Delaware Valley Chapter of the National MS Society Partner to Fight Multiple Sclerosis**

**Philadelphia, PA (March 11, 2008)** ó Panera Bread is partnering with the Greater Delaware Valley Chapter of the National Multiple Sclerosis Society to create a world free of MS.

“Panera Bread is proud to support the National MS Society and all the great work being done to help families affected by multiple sclerosis in our community,” said Tammy Dwyer, Director of Marketing for Panera Bread. “We’re honored to further the National MS Society’s mission to address the challenges faced by so many throughout the Delaware Valley who are living with MS.”

Fourteen Panera Bread cafes in the region will raise money for the National MS Society through Operation Dough-Nation®, a program that allows Panera Bread customers to make donations in Operation Dough-Nation containers near the cash registers in cafes. Panera Bread matches a portion of the donations.

Each participating Panera Bread café will also sponsor one of its neighborhood teams for Walk MS 2008, which will be held this spring at 20 sites throughout southeastern Pennsylvania, Delaware and southern New Jersey. Walk MS is the Society’s most accessible, family-friendly event, with more than 13,000 people of all ages and abilities coming together to make their marks against MS.

What’s more, as part of MS Awareness Week, Panera Bread will host “Walk MS Days” at the 14 cafes from 8 a.m. to 1 p.m. on Saturday, March 15. The first 100 people to register for Walk MS at each location will win a \$3 Panera Bread gift card. The cafes also will host an “MS Panera Night,” donating a portion of the evening’s sales to the National MS Society.

“Partners like Panera Bread are key to the success of our Walk MS events,” said Megan DiPanni, vice president of development for the Greater Delaware Valley Chapter. “There are more than 11,000 people in the region living with MS, and we walk to ensure that we will, one day, end MS forever.”

Panera Bread will also participate in four Bike MS events during the summer and fall of 2008.

Panera Bread cafes partnering with the National MS Society include: Springfield, PA; Levittown, PA; Feasterville, PA; West Chester, PA; Willow Grove, PA; Wilmington, DE (Concord Pike); Wilmington, DE (Kirkwood Highway); Newark, DE; Delran, NJ; Moorestown, NJ; Mt. Laurel, NJ; Cherry Hill, NJ; Voorhees, NJ; and Marlton, NJ.

*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 1,106 bakery-cafes under the Panera Bread® and Saint Louis Bread Co.® names as of August 28, 2007. For more information, visit [www.panerabread.com](http://www.panerabread.com).*

*MS stops people from moving. The National MS Society exists to make sure it doesn't. We help each person address the challenges of living with MS. In 2006 alone, through our home office and our 50 state network of chapters, we devoted nearly \$126 million to programs that enhanced more than one million lives to move us closer to a world free of MS. The Society also invested more than \$46 million to support 380 research projects around the world. We are people who want to do something about MS NOW. Join the movement at [nationalMSSociety.org](http://nationalMSSociety.org).*

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