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Panera Bread and Food Bank of South Jersey Partner to Feed Needy Families in South Jersey this Thanksgiving

Community members are encouraged to bring frozen turkeys to Panera Bread cafes in South Jersey November 16-22; Individuals who donate will receive a free breakfast sandwich

Pennsauken, NJ (November 7, 2008) – Panera Bread and the Food Bank of South Jersey are partnering to collect frozen turkeys for families suffering from food insecurity in South Jersey this Thanksgiving. Individuals who donate turkeys at their local Panera Bread will receive a free breakfast sandwich. SoJO 104.9, South Jersey's Own Radio Station, and Bank of America are also supporting this initiative.

“Families throughout South Jersey are in need, so we are encouraging our customers to put an extra turkey on their grocery lists and bring it to Panera Bread,” said Tammy Dwyer, Director of Marketing at Panera Bread. “Our hope is everyone in South Jersey will have a delicious turkey on their table this Thanksgiving season.”

“Thanksgiving is not only a time to be thankful, but also an opportunity to help those who are not as fortunate as ourselves,” added Food Bank of South Jersey CEO Val Traore. “We are very grateful to Panera Bread for its continued support as they help us to make sure that every family in South Jersey has a turkey on their Thanksgiving table.”

Six area Panera Bread cafes will accept turkeys November 16-22. The drop-off locations include Delran (Millside Plaza, 4004 Route 130 North), Moorestown (1500 Nixon Drive), Mt. Laurel (48 Centerton Road), Cherry Hill (Market Place at Garden State Park, 2010 Route 70 West), Voorhees (1140 White Horse Road, Suite 3), and Marlton (500 Route 73 South).

Turkeys brought to Panera Bread will be collected by the Food Bank of South Jersey and distributed through a network of more than 200 member agencies in Burlington, Camden, Gloucester, and Salem counties. Member agencies include shelters, community and church emergency food pantries, soup kitchens, day-care centers, and halfway houses.

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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.

The Food Bank of South Jersey is a 501 (C) (3) nonprofit hunger-relief organization founded in 1985. Focused solely on the South Jersey region, the organization serves Burlington, Camden, Gloucester, and Salem counties. Now in its 23rd year of community service, the organization continues to serve as an agent for effective food rescue and charitable food distribution and has provided nearly 70 million pounds of food—the equivalent of 56 million meals—to thousands of families, seniors, individuals and children in need. The Food Bank of South Jersey is a member the nation's largest domestic hunger relief organization - America's Second Harvest®, the Nation's Food Bank Network™ as well as an affiliate of the United Way of Burlington, Camden,

Gloucester and Salem counties. To learn more about the hunger-relief work the Food Bank of South Jersey is doing in Southern New Jersey, visit www.foodbanksj.org.