



MEDIA ADVISORY

Pizza Pizza helps sports fans score a touchdown this Sunday
Canada's pizza leader prepares for Super Bowl Party blitz

January 30, 2012 (Toronto, ON) – On Sunday, football fans across Canada will be getting together at the perennial Super Bowl Party to cheer on their team to victory. Since the most important part of any good party is food, Pizza Pizza is getting ready for one of its busiest ordering days of the year.

Last year, Canada's leading pizza chain processed 35 orders per minute, selling more than 41,000 pizzas and 210,000 wings. To keep up with the demand, Pizza Pizza is doubling its order takers for the busy day.

Pat Finelli from Pizza Pizza is available for interview to discuss the impact of Super Bowl Sunday on the Canadian food and retail market.

- WHO:** Pat Finelli, Chief Marketing Officer, Pizza Pizza
- WHAT:** Super Bowl Sunday and how it impacts the Canadian food and retail market; tips on planning the perfect party
- WHERE:** By phone or in person at any Pizza Pizza location in the GTA
- WHEN:** Interviews are available upon request from Tuesday, January 31 to Sunday, February 5

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For more information or to arrange an interview, contact:

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