



## Press Release

### **A new sun will rise in North York!**

*The Canadian breakfast leader unveils its newest restaurant in Ontario*

**Toronto, October 12<sup>th</sup>, 2011** – **Cora Franchise Group, Inc.**, Canada's breakfast leader is proud to announce the opening of a new Cora restaurant in North York, the 125<sup>th</sup> across the country. The new restaurant located at **861 York Mills Road, North York, ON** will be welcoming its first guests on **Monday, October 17<sup>th</sup>, 2011**.

An official Grand Opening ceremony will take place on **Wednesday, October 19<sup>th</sup> at 9:00 a.m.** The Cora team along with **President Nicholas Tsoufidis, Executive Vice President David Polny** and local owner-franchisee **Bani Azan** will proudly welcome local dignitaries, special guests, and the North York community for a true Cora-like celebration that will feature the symbolic cracking of eggs for the first omelette officially created in the restaurant.

The North York location is part of a nationwide expansion of the Cora network, making it the 26<sup>th</sup> location in the GTA, 43<sup>rd</sup> location in Ontario and the 125<sup>th</sup> in the country. Cora is now the largest sit down breakfast operation in Canada and the chain's growth will continue, as many more openings are scheduled for the months to come.

On Sunday October 16<sup>th</sup>, the location will be holding a special friends and family day where all proceeds raised will be donated to **YMCA Strong Kids Campaign**. The donated amount will be presented during the Grand opening celebration on October 19<sup>th</sup>, to the Program Manager **Erin Smith**.

Madame Cora originated the concept in 1987 when, as a single mother of three in need of a career, she bought a small abandoned diner on Côte-Vertu Boulevard in Montreal's St-Laurent area focusing solely on breakfasts: fresh fruit, cheese, cereal, omelettes, crepes and French toast. The restaurant quickly became the talk of the town, often having line ups to get in. Madame Cora's astute entrepreneurial instincts told her that this was a concept that could be franchised.

The Cora restaurant chain is famous for its all-day breakfast fare that boasts mounds of fresh fruit artfully prepared by on-site specially-trained "fruiters". Over the years, inspired by family traditions, health trends, customer requests and suggestions from her children, Cora has conjured up more than 100 menu ideas; most of which still today bear the names of the customers or family members who inspired her.

Cora Breakfast and Lunch offers customers quality food and service in a cozy family setting Monday to Saturday from 6:00 a.m. to 3:00 p.m. and on Sunday from 7:00 a.m. to 3:00 p.m.

For more information:

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