



Press release

For immediate distribution

Pizza Pizza Celebrates Fifth Anniversary of Slices for Smiles Foundation

Canada's largest pizza chain holds annual National Pizza Month fundraiser to benefit Children's Miracle Network

October 12, 2011 (Toronto) – Pizza Pizza is celebrating National Pizza Month this October to honour all things pie! In celebration of one of the nation's favourite comfort foods and most-ordered delivery items, Pizza Pizza will be putting on their smiles for the fifth anniversary of a fundraising tradition with the bi-annual Slices for Smiles program.

"We sell over 13 million slices of pizza per year across the country, which shows just how much Canadians love their pizza," said Pat Finelli, Chief Marketing Officer for Pizza Pizza. "Together, pizza and fundraising create the perfect recipe for success. Our team is excited to put their fundraising skills to work to once again benefit such a worthy cause."

The Slices for Smiles campaign takes place from October 17 to 30 to benefit Children's Miracle Network. Pizza Pizza will donate a portion of the proceeds from its \$2 "smile" pizzas and its \$4.99 12" medium pepperoni pizzas to Children's Miracle Network hospitals in Canada. All traditional restaurant locations across Canada will offer the special 10" half pizza, which features a smile composed of eight slices of pepperoni, available only during the fundraiser.

Pizza lovers can also support the fundraiser by adding a donation to orders placed by phone, online, in-store and through the Pizza Pizza iPhone App, or by texting the word "MIRACLE" to

45678 to donate \$5 to Children's Miracle Network from their Rogers, Bell or Telus phone. Pizza Pizza will team up with athletes throughout the month to drive home fundraising efforts with pizza parties at local restaurants.

"Pizza Pizza has always been passionate about children's causes," said John Hartman, Chief Operating Officer, Canada for Children's Miracle Network. "Through their Slices for Smiles program, they have taken this commitment to a new level and provide much needed funds to local children's hospitals who support critical care, leading edge research and educational programs. We are ever grateful to Pizza Pizza and their customers for joining this noble effort."

The Slices for Smiles Foundation was created in 2007 during National Pizza Month to commemorate Pizza Pizza's 40th anniversary. The 2011 campaign kicked off this April, reaching its fundraising goal of \$100,000 in part through the sale of more than 120,000 smile pizzas for only one week that month. Since 2007, the campaign has raised over \$700,000 for children's charities in Canada.

For more information or to donate to the Slices for Smiles program, visit www.pizzapizza.ca.

About Children's Miracle Network

Children's Miracle Network® raises funds for 170 children's hospitals, 14 of which are in Canada. These hospitals, in turn, use the money where it's needed the most. When a donation is given, it stays in the community, ensuring that every dollar is helping local kids. Since 1983, Children's Miracle Network has raised tens of millions of dollars for children's healthcare, most of it \$1 at a time. These donations have gone to support research and training, purchase specialized equipment, and ensure excellence in care, all in support of our mission to save and improve the lives of as many children as possible. Learn more at www.ChildrensMiracleNetwork.ca.

About Pizza Pizza Limited

Founded in 1967, Pizza Pizza Limited is Canada's pizza pioneer and one of the country's most successful quick service restaurant chains. With its Pizza Pizza and Pizza 73 banners, the company plays an active role in the communities it serves through fundraisers, donations and

local sponsorships at the corporate and franchise levels. The company is guided by a mission to provide the “best food, made especially for you” with a focus on quality ingredients, customer service and continual innovation. Visit www.pizzapizza.ca and www.pizza73.com for more information.