



RESTAURANT & SPORTS BAR



2012 Boston's Cares Media Kit

Dallas/Fort Worth, TX

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Boston's Restaurant & Sports Bar Kicks Off Annual Fundraiser in Heart-Shaped Style

Proceeds from Boston's Cares to benefit Kidd's Kids

(DALLAS/FORT WORTH) – Dallas-based [Boston's Restaurant & Sports Bar](#) (**Boston's**) today launched its annual Boston's Cares fundraising campaign. Boston's is partnering with [Kidd's Kids](#) to support its efforts in making a difference in the lives of children with special medical needs.

"Giving back to charitable organizations is a long-standing tradition of Boston's Restaurant & Sports Bar," said **Boston's Chief Operating Officer Mike Best**. "We are passionate about the communities where our local franchisees operate and are pleased to support Kidd's Kids this year."

The annual Boston's Cares promotion began Jan. 9 in all Boston's U.S. locations and runs through Feb. 26. [Special menu](#) dessert options include red velvet cheesecake, and, for the first time, Boston's is introducing a gluten-free dessert – brownie a la mode. To continue with tradition, **heart-shaped pizzas will be available Valentine's Day weekend, Feb. 11 to 14**. Boston's will donate \$1 from each of the specialty menu desserts and heart-shaped pizzas sold and will sell customizable paper heart valentines for \$1.

Kidd's Kids was founded in 1991 with the hope of making a difference in the lives of terminally and chronically ill children. Each year, Kidd's Kids offers five amazing days of suspended reality to children whose lives have been ravaged by disease. Through the generosity of the community, Kidd's Kids children and their families are given the chance to experience the exuberance of being "normal."

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Nationally, Boston's is partnering with [St. Jude Children's Research Hospital](#) to support its efforts in pioneering research and treatment of children with cancer and other deadly diseases. Other local charities benefiting from the Boston's Cares 2012 fundraiser include: American Heart Association; Alliance for a Violence-Free Anoka County; Children's Miracle Network; CHRISTUS Santa Rosa Children's Hospital; Diabetes, Inc.; Education Foundation of Collier County; Faribault Food Shelf; GuardianAngelsforSoldiersPet.org; Humane Society; Joel's Place; Juvenile Diabetes Research Foundation; Mid Ohio Food Bank; and Mike's Guardian Eagle Foundation.

About Boston's Restaurant & Sports Bar

Headquartered in Dallas, Texas, Boston's Restaurant & Sports Bar mirrors its sister company, Boston Pizza, the No. 1 casual dining brand in Canada. Introduced in the U.S. in 1998, Boston's Restaurant & Sports Bar is franchised by Boston Pizza Restaurants, L.P. Boston's offers a contemporary, sit-down family dining atmosphere with a separate sports bar customized with local team memorabilia. The result is a fun, high-energy setting for families and sports enthusiasts alike. While Boston's specializes in gourmet pizza and pasta, its menu features nearly 100 items including salads, sandwiches, and a variety of sports bar favorites such as burgers, wings and ribs. With annual system wide sales approaching \$1 billion, Boston Pizza and Boston's have more than 390 outlets throughout the United States, Canada and Mexico. Boston's grows primarily through franchising and is scheduled to open five new restaurants in 2012. For more information, visit www.bostons.com.

Download local media kits: <http://www.bostons.com/media/media-kits/>

Tweet it: Help @BostonsCorp support your local charity during #BostonsCares 1/9-2/26. Visit Bostons.com to learn more.

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What is Boston's Cares?

What is the Boston's Cares Promotion?

Boston's Cares is an annual campaign through the Boston's Pizza Foundation. During the fundraiser, Boston's restaurants across the United States will sell heart-shaped pizzas, flatbreads, appetizers, desserts and paper hearts with proceeds benefiting St. Jude and several local charities.

When is the Boston's Cares Promotion?

Paper heart valentines and specialty flatbreads, appetizers and desserts will be sold Jan. 9 – Feb. 26, 2012. The heart-shaped pizzas will be available Valentine's Day weekend, Feb. 11 – 14.

Are all Boston's locations participating?

Yes, all U.S. Boston's locations are participating in Boston's Cares.

Who will benefit from this promotion?

Select Boston's Restaurant & Sports Bar locations are teaming up with St. Jude Children's Research Hospital to support its efforts in pioneering research and treatment of children with cancer and other life-threatening diseases. Additionally, several Boston's Restaurant & Sports Bar locations have selected local charities to support during the 2012 Boston's Cares promotion. All proceeds raised from each location will go to the location's charity of choice.

How much money has Boston's raised for charity?

Over the past thirteen years, Boston's Pizza Foundation has donated more than \$550,000 to local charities. This year's Boston's Cares fundraising goal is \$75,000.

How did Boston's Cares get started?

Giving back to charitable organizations is a cornerstone of Boston's Restaurant & Sports Bar and provides an opportunity for local franchisees to engage, support and impact the communities in which we operate. Building on this tradition first started by our parent company, Boston Pizza in Canada, Boston's Restaurant & Sports Bar has sold our specialty heart-shaped pizzas and paper hearts as a way to raise much needed funds for local charities.



About Boston's

Our History

Introduced in the U.S. in 1998 and headquartered in Dallas, Boston's Restaurant & Sports Bar (Boston's) is franchised by Boston Pizza Restaurants, L.P. Boston's offers a contemporary, sit-down family dining atmosphere with a separate sports bar customized with local team memorabilia. The result is a fun, high-energy setting for families and sports enthusiasts alike. While Boston's specializes in gourmet pizza and pasta, its menu features nearly 100 items including salads, sandwiches, and a variety of sports bar favorites, such as burgers, wings and ribs.

With annual system wide sales nearly \$1 billion, Boston Pizza and Boston's have more than 390 outlets throughout the United States, Canada and Mexico. Boston's grows primarily through franchising and is scheduled to open five new restaurants in 2012.

Boston's began in Canada in 1964, when Gus Agiortis, a Greek immigrant who settled in Vancouver, opened the first Boston Pizza and Spaghetti House in Edmonton, Alberta. The company started franchising in 1968 and has since evolved from a "pizza joint" into a full-service, casual dining restaurant and sports bar.

Boston's Fast Facts

- The first U.S. location opened in December 1998 in Tempe, Arizona.
- Boston's offers 18 varieties of gourmet pizzas and flatbreads, as well as a wide variety of other great dishes, including wings, ribs, burgers, entree salads, sandwiches and a large kid's menu.
- Boston's features a contemporary family dining atmosphere with a separate sports bar that is customized with local team memorabilia.
- There are currently 46 Boston's locations across the U.S. and Mexico.
- Boston's plans to open five new locations in 2012.
- Each year, all U.S. Boston's locations celebrate Valentine's Day by participating in Boston's Cares and selling heart-shaped pizzas, menu items and paper valentines to raise funds for local charities in their communities.

There are several popular variations on the origin of the Boston's name that have become company folklore, including:

Myth #1: The Agiortis family landed in Boston when they first came to North America.

Myth #2: The fellow living upstairs from the Agiortis family was named Boston.

Myth #3: Gus Agiortis chose three names, including the Greek island where he was from, and the first two were rejected by the government. The third name was Boston Pizza.

Myth #4: The Agiortis brothers selected the name after looking at a map and deciding the name Boston was easy to pronounce.

The truth is, Boston was a recognizable and established name, especially in sports (Bruins, Celtics and Red Sox). Simply put, Boston meant the "Big Leagues."



About Kidd's Kids

About Kidd's Kids

[Kidd's Kids](#) was founded in 1991 with the hope of making a difference in the lives of terminally and chronically ill children. Each year, Kidd's Kids offers five amazing days of suspended reality to children whose lives have been ravaged by disease. Through the generosity of the community, Kidd's Kids children and their families are given the chance to experience the exuberance of being "normal."

Quick Facts

- Kidd's Kids is a program of the Kraddick Foundation, a 501 (c) (3) organization, founded by nationally syndicated morning show personality Kidd Kraddick on the premise of making a difference in the lives of children with special medical needs.
- Kidd's Kids primary goal is to provide chronically ill and/or physically challenged children (ages 5 to 12) with an unforgettable and life changing adventure!
- Each November, Kidd's Kids sponsors and all-expense paid, 5 day vacation to Walt Disney World in Florida for approximately 50 – 60 children and their families (including parent(s)/legal guardian(s) and siblings between the ages of 5 and 16, residing in the household with the selected child)."
- It's the goal of Kidd's Kids to make this a trip of a lifetime. With that in mind, Kidd's Kids covers all expenses from their local market to DFW or directly to Orlando, a chartered jet to/from DFW and Orlando, hotel, park passes, all meals, transportation while in Florida, souvenirs, special private character visits and so much more! Southwest Airlines is the official airline of the Kidd's Kids Trip!
- Most funding comes from donations made by listeners to the "Kidd Kraddick In The Morning" radio show, in addition to corporate sponsors and various fundraising events.
- All funds raised go directly to cover the cost of sending the children and their families to Walt Disney World, administrative expenses of Kidd's Kids, and to sustain an endowment fund for the purpose of providing long-term growth and stability for the charitable programs of the Kraddick Foundation. remove dba Kidd's Kids.
- Kidd Kraddick In The Morning is nationally syndicated. Kidd's show originates in Dallas, Texas and can be heard in over 80 markets across the country.

For more information, visit www.KiddsKids.com

