



MEDIA ALERT

Panera Bread Celebrates Oak Lawn Opening with Fundraiser Day and Open House *Panera Donates 10 Percent of Sales on July 19 to Texas Scottish Rite Hospital for Children*

- WHAT:** Panera Bread celebrates its recent opening in Oak Lawn with a Fundraiser Day and Open House benefiting Texas Scottish Rite Hospital for Children. On Thursday, July 19, 10 percent of sales from 6:30 a.m. until 9:00 p.m. will be donated to the hospital. Panera Bread is also hosting an Open House from 5:00 to 7:00 p.m. on July 19 to offer free product samples and behind-the-scenes tours of the bakery-cafe.
- WHEN:** Thursday, July 19, 2007
Fundraiser Day: 6:30 a.m. to 9:00 p.m.
Open House: 5:00 to 7:00 p.m.
- WHERE:** Panera Bread in Oak Lawn
3826 Lemmon Ave.
Dallas, Texas 75219
(214) 443-0880
Fax: (214) 443-0113
- WHO:** **Texas Scottish Rite Hospital for Children** is one of the nation's leading pediatric centers for the treatment of orthopedic conditions, certain related neurological disorders and learning disorders, such as dyslexia. There is no charge to patient families for treatment at the hospital, and admission is open to Texas children from birth to 18 years of age. For more information, to volunteer or to make a donation, please call (214) 559-5000 or (800) 421-1121 or visit www.tsrhc.org.

Panera Bread opened its 11th bakery-cafe in the Dallas Market in the Oak Lawn area on July 14, 2007. The nation's "bread expert," Panera Bread offers a variety of artisan breads and other specialty breads, along with bagels, pastries, baked goods, and hot and cold espresso beverages. The new bakery-cafe in Oak Lawn is open for breakfast, lunch and dinner, offering hand-tossed salads, signature sandwiches and hearty soups served in an edible sourdough bread bowl. In addition, Panera Bread offers Crispani, a unique, handcrafted, made-to-order pizza with select all-natural toppings, served exclusively after 4:00 p.m. For more details, visit www.panerabread.com.

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For media inquiries, please call:

Krista Moberg, Panera Bread, (817) 715-7187 (mobile)

Becky Britt, Texas Scottish Rite Hospital for Children, (214) 559-8476