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Media Advisory

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Wuesthoff Health System and Panera Bread® honor *National Breast Cancer Awareness Month with Pink Ribbon Bagels™*

Brevard County, FL (September 22, 2008) Wuesthoff Health System and Panera Bread will once again partner to honor *National Breast Cancer Awareness Month* with Pink Ribbon Bagels. In the quest to eradicate breast cancer, the health system and bakery-cafes are inviting customers to join in the fight by purchasing Pink Ribbon Bagels through-out the month of October.

Baked fresh daily; the bakery-café is following their tradition of ‘thinking pink’ during October with their signature Pink Ribbon Bagels to be sold locally in all Brevard County bakery-cafes, and in all of Panera’s more than 900 locations across the country. Panera will donate a portion of the proceeds from the sales of the bagels to Wuesthoff for their ongoing breast cancer awareness, education, and prevention initiatives.

“We are excited to have been invited for the fourth year in a row to be Panera Bread’s exclusive Brevard County partner for National Breast Cancer Awareness Month,” said Lisa Crites, Wuesthoff Health System Associate Director for Media Strategy. “The proceeds received from the sale of the bagels will be applied towards the purchase of new technology used for breast cancer detection.”

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“Panera Bread is committed to serving the members of the local community, many of who have had their lives touched by breast cancer,” said Annette Ford, owner of all Central Florida Panera Bread locations. “We are honored to support Wuesthoff Health System in their quest to keep Brevard County women safe from this devastating disease,” added Ford.

Panera Bread Brevard County locations are 2290 Town Center Ave., (Avenues of Viera), in Viera, 4100 N. Wickham Road in Melbourne, and Eau Gallie Causeway in Melbourne.

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