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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 (August 25, 2010) Wuesthoff Health System and Panera Bread will partner for the fifth year in a row to honor *National Breast Cancer Awareness Month* with Pink Ribbon Bagels. Hosting an official ‘Think Pink’ day on **Friday, October 1** at all Central Florida locations, Panera will donate 100% of the proceeds from sales that day and a percentage of sales through out the month to MD Anderson Cancer Center in Orlando, and Wuesthoff Health Systems ‘Wuesthoff for Women’ program in Brevard.

“We are excited to have been invited for the fifth 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.

“In the quest to help eradicate breast cancer, we are encouraging everyone to join in the fight by purchasing Pink Ribbon Bagels through the month of October,” added Crites.

“Panera Bread is committed to serving the members of the local community, many who have had their lives touched by breast cancer,” said Annette Ford, owner of all Central Florida Panera Bread locations.

(more)

“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 at 2290 Town Center Ave. (Avenues of Viera), in Viera, 4100 N. Wickham Road in Melbourne, the Eau Gallie Causeway location, and their newest location at 245 Palm Bay Road in West Melbourne.

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