



***Fregene's Pizza proudly announces the
"In Partnership With Education"
School Fund Raising Project
10% of our designated Sales Go Back to the Schools!***

Attn: School Administrator / Fund Raising Department

Dear Fund Raisers:

As active and concerned parents of students in local Sonoma County area schools, we are well aware of the challenges facing all schools in this modern era. Vital programs are being dramatically cut; music, sports and extracurricular budgets are being cut to the core.

This is why **Fregene's™** has developed the **"In Partnership With Education" School Fund Raising Project**.

The concept is simple: When your students, their parents, siblings, grandparents, friends, or ANYONE using that school's name comes into any of our store locations for one of **Fregene's™ delicious Sonoma County Harvest Fair Award Winning Pizzas**, we'll donate 10% of that sale back to that school. It's a WIN-WIN situation for everyone!

The key element to the program's success is creating the awareness! Everybody loves pizza and now eating pizza from **Fregene's™** can bring back hundreds, even thousands of dollars to your school every week or every month. Our media team will assist you (i.e., we can do all the work for you) in creating an awareness program to get the word out to your student body, their families and friends. They eat a great healthy pizza, and we will keep track of the sales for your school. And then we give a check to the school. We'll even publish the results on our web site at www.Fregenes.com.

For more information or to get your school started on this FREE and simple fund-raising project, contact Jeff Howard at (707) 762-7000.

We look forward to working with you and to writing some big checks to Sonoma County Schools!

Kind Regards,

Jeffrey Howard, CEO / President

Glenn Cybulski, Executive Chef and Founder

FOR IMMEDIATE RELEASE

Eating pizza can enrich your child's education

Eating pizza can enrich your child's education; *IF* you're eating a *Fregene's* Gourmet Italian Thin Crust Pizza, that is. In a world where education budgets are routinely being cut, *Fregene's* has created its "***In Partnership With Education***" program to help local schools raise the much needed funds to maintain and increase the programs that don't get funded by state taxes and endowments.

"*Fregene's* "***In Partnership with Education***" program is a total win-win for everyone" says Jeff Howard, *Fregene's* President and CEO. It is also very simple and easy to administer. *Fregene's* provides students (and their family, friends or any other interested party) with information on the program on through the school administration and PTA/PTO programs, then anyone wishing to assist that school simply mentions the program to us when they come in and order one of our delicious authentic Italian style thin crust pizza. Every time someone places an order, 10% of the purchase price is given to the school noted on the card."

"What makes this partnership so great for the school is that they don't have to recruit their students to be sales people and have them solicit door-to-door as with other fund-raising programs, plus it doesn't cost the schools anything at all." says Jeff. "In fact, our media team will even help put together a campaign so you can raise the awareness level of your student body, their families and friends. We can custom-tailor a package for your school with posters, flyers, even custom-written pieces to include in newsletters or school newspapers. PTA volunteers and fund-raising committees have enough to do without having to develop a creative media campaign to get the word out about a fund-raising promotion. We can do the lion's share of the work for the school."

The average purchase at *Fregene's* is about \$14.00, which means local schools can earn an average of \$1.40 every time a student, parent or friend of a student places an order. "This is a huge opportunity for schools to raise much-needed funds and infuse their tightening budgets."

What makes this program so effective and attractive is that everybody eats pizza. In fact, national statistics state that the average American orders at least one pizza per month. Following through from this national statistic, if a high school has 2,000 students, for example, and only half the students' families order only one pizza per week, which is typical for our current customer base, we're giving back \$6,000 per month (that's \$72,000 each school year!) to that school to support its programs.

And all this happens simply by giving students a pizza card and a monthly reminder from the PTA to eat pizza! "And the best part is that, according to *Fregene's* loyal and enthusiastic customers, *Fregene's* makes the best authentic Italian, thin-crust take 'n bake pizza this side of Italy." Jeff adds: "And for that, we can thank our Executive Chef and Founder Glenn Cybulski, who traveled around Europe for years, eventually spending a lot of time living and working in the little coastal Mediterranean town of our namesake, Fregene, Italy. That's what brought us these fantastic pizza recipes. You can truly taste the love that Chef Glenn puts into our recipes with every bite."

Wilson Elementary and Live Oak Charter School were the first two Petaluma schools to come on board with *Fregene's* "***In Partnership With Education***" program. Now, Petaluma High School, Junior High and a number of other public and private elementary schools are participating in the program. We look forward to writing some big checks to Petaluma schools. We have been open with our second location in Cotati for awhile now and another just opened in Sebastopol so we're just getting the "***In Partnership With Education***" program going in the Cotati/Rohnert Park and Sebastopol areas."

For a complete list of participating schools or to obtain more information about the program contact *Fregene's* directly at 707-762-7000.

Fregene's specializes in authentic and natural Italian gourmet food. In addition to making great pizza, through their sister company, Sonoma Naturals, Inc., they also produce an authentic Italian Crostini, gourmet cream cheese spreads and sauces, all of which are part of the "***In Partnership With Education***" program. "It's kind of like your traditional bake sale except it's a 'take 'n bake' sale and it never ends. In our new Sebastopol location, we're also doing cooked pizzas, pizza-by-the-slice and will soon be doing delivery. We're concerned about the quality of education in our local area because we live here too and our children also attend the local schools. We hope other companies will follow suit and give something back to the local community we love and that supports our businesses."

Thank you Sonoma County.



Participating Schools

The following schools are currently participating in Fregene's
"In Partnership With Education" Program

Petaluma Schools:

Wilson School
Valley Vista School
Live Oak Charter School
Petaluma Junior High School
Petaluma High School
Montessori Schools of Petaluma
Cherry Valley School
Liberty School

Sebastopol Schools:

Analy High School
Tri-School PTSA
(Park Side, Pine Crest and Brook Haven)
Apple Blossom School

Please let us know if you are associated with any of these schools or tell us if your school is not on the program yet.



***Attention Parents, Families and Friends of
Sonoma County Schools***

***WE'RE GIVING BACK
TO OUR SCHOOLS!***

**10% of EVERY pizza purchase can go back to
YOUR school fund-raising program.**

**Ask us about this exciting new program to raise
much-needed funds for your school.**

**YOU MAY BE INVOLVED ALREADY AND NOT
EVEN REALIZE IT!**

