



**Little Caesars**

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## **The Little Caesars Love Kitchen to Serve Free Pizza to Shelters in Miami**

*Little Caesars Pizza® Helps Make a Difference in the Hometowns of the Teams Playing in the 2010 Little Caesars Pizza Bowl*

**MIAMI**– Helping to make a difference in the community, the Little Caesars Love Kitchen will provide fresh pizza meals for over 500 people over two days, beginning December 13, in Miami. The Little Caesars Love Kitchen will be traveling to the hometown of Florida International University in conjunction with their football team’s appearance in the nationally televised Little Caesars Pizza Bowl on Sunday, December 26 in Detroit.

“We are looking forward to watching the Florida International University Panthers take on the University of Toledo Rockets in the Little Caesars Pizza Bowl,” said Mary Martinez, Little Caesars Pizza’s director of operations for south Florida. “Little Caesars Pizza has a long history of giving back, so we think it’s appropriate to recognize the Panthers’ appearance in the bowl game with feedings by the Love Kitchen to area shelters in Miami.”

Established in 1985, the Little Caesars Love Kitchen is a big-rig pizza kitchen on wheels. It travels across the continental United States and Canada meeting the needs of the hungry, the homeless and disaster victims. It has fed more than two million people in 48 states and four Canadian provinces.

Local Little Caesars franchise owners and company regional offices donate all food and labor costs for the Love Kitchen servings. An estimated 50,000 Little Caesars franchise owners and employees have volunteered their time over the years to support the program in their local communities.

“We are proud to be working together with Mary and her team to provide hot pizza meals to those in need in Miami,” said Little Caesars Pizza President & CEO David Scrivano. “It’s important to Little Caesars Pizza to support our local communities in various ways, providing the Little Caesars Love Kitchen to area shelters for feedings is one way we can do that.”

The Little Caesars Pizza Bowl is the Midwest’s only major college football bowl game. The 2010 bowl marks the 14<sup>th</sup> year that the bowl has brought major college bowl action to Detroit.

The Little Caesars Pizza Bowl featuring the University of Toledo Rockets and the Florida International University Panthers takes place Sunday, December 26 beginning at 8:30 p.m. ET at Ford Field in Detroit, home to the NFL’s Detroit Lions and Super Bowl XL. The game will broadcast live on ESPN.

Tickets are now on sale for the Little Caesars Pizza Bowl at Ticketmaster outlets by calling 800-745-3000 and at [www.ticketmaster.com](http://www.ticketmaster.com)

### **FOR MEDIA INFORMATION ONLY**

In order to reach the truly needy, we feel that we should devote our attention to feeding the clientele at each location. In covering the serving as a news story, we would therefore appreciate that you not mention the time of the serving. Publicizing the serving beforehand or on the day of the event is appreciated.

Date of serving: Monday, December 13, noon  
Location: Salvation Army  
1907 NW 38th Street  
Miami, FL 33142

Date of serving: Tuesday, December 14, 10:45 a.m.  
Location: Camillus House  
726 NE 1st Avenue  
Miami, FL 33142

### **About the Little Caesars Love Kitchen**

The Little Caesars Love Kitchen was established in 1985 to help make a difference in communities across the country and provide a hot meal to those that may otherwise not have one. It has also responded to disasters such as the recent floods in North Dakota and Iowa, the hurricanes in the Gulf Coast Area in 2008 and 2005, the site of the World Trade Center attacks on September 11, 2001, and the 1995 Federal Building bombing in Oklahoma City.

The Love Kitchen exemplifies Little Caesars strong tradition of giving back to America's communities. Former Presidents Bill Clinton and George Bush awarded The President's Volunteer Action Award Citation to Little Caesars for its volunteers' contributions to the Love Kitchen. Little Caesars also received a Presidential Citation for Private Sector Initiatives for the Love Kitchen program under the Reagan administration. It has received a certificate of appreciation from the State of Michigan and has been recognized by the Detroit City Council for its efforts.

### **About Little Caesar Enterprises, Inc.**

Little Caesars Pizza founders Michael and Marian Ilitch opened their first restaurant in Garden City, Michigan, in 1959. Little Caesars, the fastest growing pizza chain, built more stores in the world in 2009 than any other pizza brand and today is the largest carry-out chain globally with restaurants on five continents. Little Caesars is growing in prime markets across the country, and is offering strong franchisee candidates an opportunity for independence with a proven system. For the third year in a row, Little Caesars was named "Best Value in America"\* of all quick-serve restaurant chains. In addition, Little Caesars offers strong brand awareness with one of the most recognized and appealing characters in the country, Little Caesar.

In addition to Little Caesars Pizza, Michael and Marian Ilitch's companies in the food, sports and entertainment industries include: the Detroit Red Wings, Olympia Entertainment, Olympia Development, Blue Line Foodservice Distribution, Champion Foods, Ilitch Holdings, Inc., Uptown Entertainment, Little Caesars Pizza Kit Fundraising Program, and a variety of venues within these entities. Michael Ilitch owns the Detroit Tigers. Marian Ilitch owns MotorCity Casino Hotel.

For more information about Little Caesars Pizza and available franchise opportunities, visit [www.LittleCaesars.com](http://www.LittleCaesars.com) or call 1.800.553.5776.

\* "Highest-Rated Chain – Value for the Money" based on a nationwide survey of quick-service restaurant consumers conducted by Sandelman & Associates, 2009

