



**Little Caesars**

**For Release: December 10, 2010**

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## **The Little Caesars Love Kitchen to Serve Free Pizza to Shelter in Toledo**

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

**Toledo, Ohio**— In recognition of the University of Toledo Rockets' appearance in the nationally televised Little Caesars Pizza Bowl on December 26 and to help support the local community during the holiday season, the Little Caesars Love Kitchen will provide fresh pizza meals for over 200 people on December 17 in Toledo, Ohio.

"We are excited to have our very own University of Toledo Rockets playing in the Little Caesars Pizza Bowl," said Mike Wrobel, local Little Caesars Pizza franchisee. "Little Caesars Pizza is a company committed to giving back, so we thought a nice way to recognize the Rockets' appearance in the bowl game was to have the Love Kitchen serve those in need in Toledo."

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.

"It's important for us to support and give back to the communities where we do business. We are proud to be working with our franchisees to provide a hot pizza meal to those in need in Toledo," said Little Caesars President & CEO David Scrivano.

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: Friday, December 17, noon  
Location: Cherry Street Mission  
1919 Madison Avenue  
Toledo, OH 43604

### **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 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*