



**Little Caesars®**

For Release: February 8, 2010

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## **Little Caesars® Love Kitchen® Serves Hot Pizza Meals to People in Need in Detroit**

*Little Caesars Helps Make a Difference by Supporting S.A.Y. Detroit*

**DETROIT** – The Little Caesars Love Kitchen will once again provide fresh, hot pizza meals for people in need at Detroit area shelters. To support the work of S.A.Y.(Super All Year) Detroit, a non-profit organization working to help the homeless population in metro Detroit, the Little Caesars Love Kitchen will visit five sites and feed approximately 2,000 people throughout the week, beginning Monday, Feb. 8 at the Capuchin Soup Kitchen.

A big-rig pizza kitchen on wheels, the Little Caesars Love Kitchen travels across the continental United States and Canada meeting the needs of the hungry, the homeless and disaster survivors.

“Little Caesars created the Love Kitchen to provide quality meals for people who need them, and we’re committed to helping people in need, especially here in our hometown,” said David Scrivano, president, Little Caesar Enterprises, Inc. “S.A.Y. Detroit is a great organization that we are proud to support and we feel it’s important to continue our relationship by serving soup kitchens and shelters in our community this week.”

S.A.Y. Detroit was founded by Mitch Albom in 2006 during Detroit’s hosting of Super Bowl XL. Little Caesars became involved with the organization when Ilitch Charities made a significant \$150,000 contribution to fund an infant care center for Coalition on Temporary Shelters (COTS) in Detroit, which opened in 2008.

“The economic collapse has been felt in our city in the most basic and difficult way - hunger. We have hungry children and hungry adults,” said Mitch Albom, author and founder of S.A.Y. Detroit. “Our homeless population has increased and with that comes an increased need to keep people fed. The Love Kitchen is a shining example of a company that cares and gets involved at the most basic level - feeding the poor and needy. I commend Little Caesars once again for this effort.”

In 2008, a second Little Caesars Love Kitchen was added to make a difference for more people across the United States and Canada. Since its beginnings, the Little Caesars Love Kitchen has fed over two million people in 48 states and three Canadian provinces. It has also responded to disasters such as the floods in North Dakota and Iowa, Hurricanes Ike, Katrina and Rita, the site of the World Trade Center attacks in New York City on Sept. 11, 2001, and the 1995 Federal Building bombing in Oklahoma City.

Former U.S. Presidents George Bush and Bill Clinton awarded The President's Volunteer Action Award Citation to Little Caesars for its volunteers' contributions to the Little Caesars 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.

Throughout the week, the Little Caesars Love Kitchen will visit:

- *Coalition on Temporary Shelters (COTS), 26 Peterboro (at Woodward Ave.)*
- *Detroit Rescue Mission, 3535 Third St.*
- *Fort Street Presbyterian Church, 631 West Fort St.*
- *St. Peter Episcopal Church, 1950 Trumbull and Michigan Ave.*

### **About Capuchin Soup Kitchen**

Founded in 1929, the Capuchin Soup Kitchen serves Metro Detroit by providing food, clothing, and spiritual counsel to those in need. Preparing and frequently serving over 2,000 meals a day, the Capuchin Soup Kitchen also distributes household items and operates a shower program, food pantry, and children's tutoring and art therapy program. Additionally, its Earth Works organic garden produces vegetables for Detroit's hungry, and educates the community in regards to sustainable relationships between human beings and the earth.

The soup kitchen is a ministry of the Province of St. Joseph of the Capuchin Order, which is headquartered in Detroit and serves Capuchin ministries worldwide.

For more information please visit [www.cskdetroit.org](http://www.cskdetroit.org) or [www.thecapuchins.org](http://www.thecapuchins.org)

### **About Little Caesars**

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 2008 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, Ilitch 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 the Little Caesars 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*