

FOR IMMEDIATE RELEASE:

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Birthday Blessings
200 Clanton Road
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Wolfman Pizza's 2nd annual Goodies for Good drive to benefit Birthday Blessings Free pizza, giveaways, and donation drive to last the entire month of August

(Charlotte, NC, July 26, 2010) - During August, all Charlotte-area Wolfman Pizza locations are offering a free eight-inch one-topping pizza to customers who donate new unwrapped toys, treat bags, or party favors to Birthday Blessings, an all-volunteer nonprofit organization that brings birthday joy and support to homeless children and their families in the greater Charlotte area.

For those donating \$25 in cash or "goodies," customers will receive a limited edition t-shirt (while supplies last). Wolfman Pizza will also be holding a month-long drawing at each of its four locations for a free pizza party for 10 to 15 people. Anyone making a donation to Birthday Blessings is eligible to enter.

Since 2007, Wolfman Pizza has been a corporate sponsor of Birthday Blessings. In addition to providing the meal at one birthday celebration every month, Wolfman Pizza is preparing to serve up the good eats for the third year in a row at Birthday Blessings' annual golf event in October.

Said Wolfman Pizza district manager, Bailey Dunmire: "The minute I heard about Birthday Blessings, I knew that we needed to help. It truly breaks my heart that children are in this situation due to the hardships of their parents. We want to help make positive memories for children in our community. It is simple; a slice of pizza, a slice of cake, and a balloon can really make a difference in a child's life."

"We celebrate approximately 60 birthdays every month, so we are always in need of new toys, party favors, and treat bags, and we are overjoyed and so grateful to Wolfman Pizza for sponsoring the Goodies for Good drive for the second year in a row," said Amy Cervantes, volunteer executive director and co-founder of Birthday Blessings. "Every child deserves to feel special on their birthday, and our celebrations bring joy and lasting memories into the lives of homeless children at a difficult time in their lives."

Birthday Blessings began in 2005 as a family service project created by Mint Hill couple Amy and John Cervantes. In 2008, they incorporated their service venture as a registered 501(c)3 nonprofit, quickly expanding the organization's programs and services. To date, Birthday Blessings has celebrated more than 1,100 birthdays for homeless children and their families. The all-volunteer nonprofit currently serves 14 homeless facilities and programs across a four-county region, as well as transient homeless elementary and middle school students throughout Charlotte-Mecklenburg Schools. The organization also provides Blessing Baskets filled with care essentials to help welcome and support the arrival of homeless babies.

Birthday Blessings began developing a national expansion program in 2009, with pilot affiliate chapters now getting under way in northeast Indiana; Cincinnati, Ohio; and Atlanta, Georgia.

The programs of Birthday Blessings bring positive emotional experiences to homeless children and their families by lifting spirits, boosting confidence, broadening horizons, and supporting basic needs.

For more information, go to www.birthdayblessings.org and www.wolfmanpizza.com.

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