

FOR IMMEDIATE RELEASE:

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Wolfman Pizza to provide Birthday Blessings for homeless children

Free pizza and “Goodies for Good” campaign to last the entire month of August

(Charlotte, NC, August 10, 2009) - During August, all Charlotte-area Wolfman Pizza locations are offering a **free small one-topping pizza** to customers who donate goody bags and party favors to Birthday Blessings, a 501(c)(3) non-profit organization that brings birthday joy and support to homeless children and their families in the greater Charlotte area.

Since 2007, Wolfman Pizza has been a corporate sponsor of Birthday Blessings, supporting events and providing meals for homeless families during Birthday Blessings parties. “Our goal is to raise awareness about homelessness in our own community and, while collecting goodies, let our customers know about the great programs that Birthday Blessings provides.”

Birthday Blessings was founded in 2005 by Charlotte couple Amy and John Cervantes. The organization currently serves seven area homeless facilities in Mecklenburg and Union counties, as well as homeless elementary students throughout Charlotte Mecklenburg Schools. Birthday Blessings operates three core programs: Shelter Parties (monthly birthday celebrations at local housing facilities); Classroom Parties (birthday snack bags and treats provided anonymously for homeless elementary students); and Blessing Baskets (baby-care essentials and gift cards to welcome the arrival of homeless babies.)

“With over 50 birthdays to celebrate each month, Birthday Blessings is always in need of party favors and treat sacks,” says Amy Cervantes, volunteer executive director and co-founder. “Our birthday parties bring celebration and joy into the lives of homeless children at a time when things are difficult and uncertain for them. Something as small as a treat bag filled with goodies creates huge smiles on the faces of hundreds of homeless children every month, and we are grateful to Wolfman Pizza for sponsoring this collection effort.”

The entire community is invited to rally for local homeless children by bringing the following items when they dine in or carry out at Wolfman Pizza this month: treat bags, party hats and blowers, individually wrapped candy, pencils, erasers, sharpeners, mini notepads and activity pads, spin tops, yo-yo’s, glow sticks, bouncy balls, playdough, mini bubbles or any fun party favors for boys and girls.

To date, Birthday Blessings has provided birthday parties for more than 700 local homeless children, celebrating with thousands of needy youth across the greater Charlotte area. The organization continues to expand locally and will begin serving York County, South Carolina, this fall. In addition, Birthday Blessings recently launched a national expansion, with its first affiliate chapter now operating in northeast Indiana. Several more chapters are planned for multiple cities across the country.

For a listing of all Wolfman Pizza locations, please visit www.wolfmanpizza.com.

To learn more about Birthday Blessings, go to www.birthdayblessings.org.

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