

During October, Village Inn commits \$1 donation from the sale of each Pink Ribbon French Silk™ Pie

Joining the fight against breast cancer just got as easy as pink pie.

From Oct. 1- 31, Village Inn Restaurants is supporting the nationwide effort of Susan G. Komen for the Cure®, the world's largest breast cancer organization, and pledging a minimum donation of \$25,000 from the sale of Pink Ribbon French Silk pies™.

The funds raised at each restaurant will help fund life-saving community outreach projects.

“Each and every one of us knows someone who has been affected by breast cancer,” said Jeff Guido, president of Village Inn Restaurants.

For every purchase of the Pink Ribbon French Silk pie during the month of October, \$1 will be donated to the Susan G. Komen for the Cure.

In the first year of dedicating pie sales to support Komen for the Cure, Village Inn and Bakers Square (another division of ABRH) has committed a minimum donation of \$25,000 that Komen will allocate across its local Affiliates.

The Pink Ribbon French Silk pie is the company's traditional French Silk chocolate pie, the company's number-one selling pie, and features light and dark pink ribbon sprinkles.

Consumers are encouraged to check the Village Inn Facebook page throughout the month to recognize a breast cancer survivor and share their stories.

Breast Cancer Facts:

- Every 23 seconds, someone in the world is diagnosed with breast cancer.
- One in eight women in the U.S. will be diagnosed with breast cancer in her lifetime.
- During 2010, about 207,090 new cases of invasive breast cancer will occur among women in the United States.
- There are about 2.5 million breast cancer survivors alive in the United States today, the largest group of cancer survivors in the country.