

FOR IMMEDIATE RELEASE

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FOUNDATION FOR METROWEST

Founder and CEO of Panera Bread to Speak at Foundation for MetroWest Community Leadership Breakfast

Natick, MA – Thirty years ago, Ron Shaich set out to change the world by the way America eats. As Founder, Chairman and CEO of Panera Bread, Ron has since made his name as a successful entrepreneur and will share his story with other local business leaders at the Foundation for MetroWest Community Leadership Breakfast titled *Business Leaders and Community Philanthropy: An Essential Partnership*. The event is being held on Friday, October 4, 2013 from 7:30 - 9:30 a.m. at the Newton Marriott in Newton, Massachusetts.

Ron will discuss the Panera Cares initiative, through which his passion for bridging business and philanthropy has helped serve nearly one million meals through Panera Cares community cafes this year.

As CEO of one of Fortune's "World's Most Admired Companies," Ron's dedication to philanthropy crosses over into his personal life. In addition to successfully implementing community philanthropy into his business model, Ron recently took the SNAP (Supplemental Nutrition Assistance Program) Challenge, spending no more than \$4.50 per day on food. As part of the Hunger Action Month, this challenge aims to shed light on the difficulties faced by the 49 million Americans living on food stamps.

Ron's personal and business focus align with the work of Foundation for MetroWest which includes, among other initiatives, increasing access to food to improve the quality of life in MetroWest. Last year, Foundation for MetroWest distributed \$85,500 through the MetroWest Hunger Relief Fund to 39 food pantries throughout the region.

Local philanthropists, Pat and Jim Poitras, will be honored at the event for their commitment to philanthropy in MetroWest. As longtime MetroWest residents, they have devoted their time and resources to creating the region's sole community foundation - Foundation for MetroWest - as well as supporting many other local nonprofit organizations.

To learn more about the event, visit www.foundationformetrowest.org.

The Foundation for MetroWest connects philanthropic opportunity with demonstrated need in MetroWest. The Foundation promotes philanthropy in the region, helps donors maximize the impact of their local giving, serves as a resource for local nonprofit organizations, and enhances the quality of life for all of our citizens. For more information, visit www.foundationformetrowest.org

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