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NEWS RELEASE

For Immediate Release

Palermo's Pizza to Hold 12th Annual Easter Baskets for the Hungry Food Distribution

*1,000 Families in Southeastern Wisconsin
to Receive Food Baskets the Week of April 8*

MILWAUKEE – April 3, 2019 – Palermo's Pizza will hold its 12th annual Easter Baskets for the Hungry food distribution the week of April 8. Over the course of five days, Palermo's employees will reach out to 1,000 families across four counties, supplying Easter hams and 48,000 Pizza meals to its neighbors in need. Since its launch in 2008, Easter Baskets for the Hungry has provided 615,000 pounds of food to Milwaukee-area families.

New this year: In a nod to Palermo's 55th anniversary in 2019, Palermo's has expanded Easter Baskets to span FIVE days and include FIVE food banks and food pantries, up from one day and one food bank in previous years. Additionally, Palermo's corporate food truck will be at each of the five distribution sites, providing basket recipients, workers and volunteers with fresh-from-the-oven Pizza.

Participating organizations include the Food Pantry of Waukesha County in Waukesha; Riverwest Food Pantry in Milwaukee; Family Sharing of Ozaukee in Grafton; Love, Inc. in Burlington; and Hunger Task Force in Milwaukee. Those organizations determine the recipients of the Easter Baskets and provide the distribution sites.

"Easter is a special time when families gather to share a good meal. Palermo's is happy to provide Milwaukee-area families with meals through Easter Baskets for the Hungry for the 12th consecutive year," said Laurie Fallucca, chief creative officer. "Our employees take great pride in living our culture to Unite & Serve by distributing this food to those in our community who need it most."

Epitomizing the ideals of service to the community that its founders, Gaspare and Zina Fallucca, championed, Easter Baskets is part of a robust year-round effort by Palermo's to Unite & Serve by alleviating hunger and supporting at-risk youth. Palermo's donated 2.5 million Pizza meals in 2018, among more than \$2.4 million in cash and in-kind donations to charitable causes.

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Note to Editor: Visit www.palermospizza.com/MediaRoom for Easter Baskets for the Hungry media kit and asset library (including photos from past Easter Baskets events).