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**HUNGRY HOWIE'S PIZZA BRINGS BACK LOVE, HOPE AND PIZZA CAMPAIGN
FOR NATIONAL BREAST CANCER AWARENESS MONTH**

Pizza Franchise Hopes to Exceed Over \$1,000,000 Raised

MADISON HEIGHTS, MI (September 19, 2013) – **Hungry Howie's Pizza**, a leading American pizza franchise, continues to join in the fight for its fifth year in support of Breast Cancer Awareness by holding the 'Love, Hope & Pizza' campaign during the month of October. Throughout National Breast Cancer Awareness Month at all **Hungry Howie's Pizza** locations, pizzas will be served in light pink boxes emblazoned with the National Breast Cancer Foundation logo.

In October, for every pizza sold, every story shared, every new Facebook fan and every picture tagged with #LOVEHOPEPIZZA, **Hungry Howie's Pizza** will make a donation to the National Breast Cancer Foundation. Adoring fans may also purchase a 'Love, Hope & Pizza' T-shirt online or at all restaurant locations for \$15.99 or a rubber bracelet for \$1 with all proceeds going to the cause. **Hungry Howie's Pizza** has already raised nearly \$800,000 for breast cancer research over the last four years, and hopes to surpass the \$1,000,000 raised mark this year.

“With the wonderful positive feedback and responses to the last four years, 'Love, Hope & Pizza' has become an integral part of our brand, and we are proud to partner with the National Breast Cancer Research Foundation for this truly important cause,” said Rob Elliott, V.P. of Strategic Marketing, **Hungry Howie's**. “We hope our participation can resonate with even more touching and positive stories within our communities, and truly believe that we can change the lives of many people by adding flavor to the fight.”

For more **Hungry Howie's** information, franchising or order other flavored crust pizza online, please visit www.hungryhowies.com.

About Hungry Howie's Pizza

Founded in 1973, **Hungry Howie's Pizza** is a national pizza franchise that is loyal to its tradition of providing delicious, high-quality and original Flavored Crust® pizzas including eight flavors: butter, butter cheese, cajun, garlic herb, onion, ranch, sesame and original. Its menu features oven-baked calzone-style subs, Howie Breads, crisp & cool salads, and flavored wings that create a unique and irreplaceable position in the pizza market. Starting in Taylor, MI, **Hungry Howie's** has grown to almost 600 locations in 20 states across the U.S.

About the National Breast Cancer Foundation, Inc.®

Recognized as one of the leading breast cancer organizations in the world, the National Breast Cancer Foundation's (NBCF) mission is to save lives through early detection and to provide mammograms for those in need. A recipient of Charity Navigator's highest 4-star rating for nine years, NBCF provides women Help for Today...Hope for Tomorrow® through its National Mammography Program, Beyond The Shock®, Early Detection Plan, MyNBCF online support community, and breast cancer research programs. For more information, please visit www.nbcf.org.

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