

For Immediate Release

September 4, 2018

Contact:

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Media Advisory

Panera Bread Hosting Press Conference to Announce Support for CCSD's Children in Crisis Fund

Who: Media outlets are welcomed and encouraged to attend.

What: Panera Bread will host a media kick-off event at its West Ashley location to launch its partnership with Charleston County School District (CCSD). Five Panera Bread cafes in the Charleston area, owned and operated by Covelli Enterprises (largest franchisee of Panera Bread), will raise funds during the month of September for the District's Children in Crisis Fund, which provides crisis and emergency assistance for CCSD students and families.

Patrons can donate by using the company's *Covelli Cares* collection canisters at the registers of its area locations.

At the kick-off event, Erica Taylor, CCSD's Chief Strategy and Communications Officer, and Melissa Lemieux, Marketing Director for Covelli Enterprises SC-GA, will discuss the *Covelli Cares* collection canister program. Panera Bread breakfast will be provided for all attendees.

When: Wednesday, September 5, 2018 at 7:30 a.m.

Where: Panera Bread, West Ashley, 2000 Sam Rittenberg Blvd., Charleston, SC 29407

For more information about the media kick-off event or the Children in Crisis Fund, please contact CCSD's Office of Strategy and Communications at (843) 937-6303 or Melissa Lemieux with Covelli Enterprises at melissa.lemieux@covelli.com.

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About the Charleston County School District

Charleston County School District (CCSD) is the second largest school system in South Carolina representing a unique blend of urban, suburban, and rural schools that span 1,000 square miles along the coast. CCSD serves more than 50,000 students in 86 schools and specialized programs. With approximately 6,100 employees district-wide, CCSD is the fourth largest employer in the region.

CCSD offers a diverse, expanding portfolio of options and specialized programs, delivered through neighborhood, charter, magnet, IB (international baccalaureate), and Montessori schools, and is divided into three Learning Communities. Options include specialized programs in science, engineering and mathematics; liberal arts; music and other creative and performing arts; career and technical preparation programs; and military and other public service enterprises.