



**(INSERT ORGANIZATION'S NAME) RAISES (INSERT DOLLAR AMOUNT) AT
COMMUNITY PANCAKE BREAKFAST**

Fundraising Dollars will Benefit (Insert program)

(Insert city, state of organization) (Insert date of release) – (Insert organization's name) announced today it raised (insert dollar amount) at its community pancake breakfast held at (insert location) on (insert date of event). The money raised will go directly toward (insert what the money fundraised will benefit). More than (insert number of people) attended the event and more than (insert number of pancakes) light and fluffy [Krusteaz](#) pancakes were served.

(Insert quote from organization representative) *For example:* "We are grateful that so many people in the community joined us on Saturday for our annual pancake breakfast fundraiser," said (insert name and title of person quoted), (insert name of organization). "Their support is invaluable, as is the support of our partner, including Krusteaz, who helped supply the pancake mixes for our breakfast. The money fundraised will help us continue the important programs we offer to the community."

(Insert additional information about organization and the program the fundraised money will benefit)

Contact: (Insert name, email address & phone number of main contact)

(Insert organization's description or boilerplate, if available)

About Krusteaz®

The Krusteaz story began in 1932 when a group of women from a Seattle bridge club created a just-add-water pie crust that was an industry first. Today, Krusteaz remains a family-owned business that stands for innovative products, premium ingredients and easy-to-make mixes to fit every occasion. The product line includes pancakes, waffles, muffins, quick breads and flatbreads, cookies, dessert bars, cornbread, crumb cakes and a line of Gluten Free products. Every box invites consumers to "*Seize the What If...*"™ and have fun in the kitchen, get a little messy, fuel their creativity and enjoy the possibilities Krusteaz mixes bring to the table.

PRESS RELEASE EXAMPLE FOR REFERENCE



SEATTLE TEEN CENTER RAISES \$5,000 AT COMMUNITY PANCAKE BREAKFAST

Fundraising Dollars will Subsidize Updates to Organization's Computer Lab

September 15, 2014 (Seattle, WA) – The Seattle Teen Center announced today it raised \$5,000 at its community pancake breakfast held at its headquarters in downtown Seattle on September 13, 2014. The money raised will go directly toward updating the Teen Center's computer lab. More than 100 people attended the event and more than 1,500 light and fluffy [Krusteaz](#) pancakes were served.

"We are grateful that so many people in the community joined us on Saturday for our annual pancake breakfast fundraiser," said Jessica Sanela, director, Seattle Teen Center. "Their support is invaluable, as is the support of our partners, including Krusteaz, who helped supply the pancake mixes for our breakfast. The money fundraised will help us continue to provide local teens access to the technology they need to successfully complete their school work."

The Seattle Teen Center will use the fundraising dollars from the pancake breakfast to purchase ten new desktop computers and accompanying software.

Contact: Matthew Bickford, Seattle Teen Center, mbickford@seattleteencenter.org, (555) 884-6084

Seattle Teen Center

The Seattle Teen Center serves teenaged youth in Seattle, WA and surrounding areas. It offers late night programming, special and weekend events, and a variety of extracurricular classes for teens ages 13-18. The Teen Center's computer lab is open seven days a week, providing local teens with access to the technology they need to succeed. For more information, visit www.seattleteencenter.org.

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Please note that the contents of this press release are fictitious and for example only