

Boston's launches annual 'Heart-Warming' campaign

Posted by [Julianne K.](#) On 01/26/2015

WALDORF — Just in time for Valentine's Day, Boston's Restaurant & Sports Bar (Boston's) of Waldorf is hosting its annual Boston's Cares fundraiser. In an effort to aide in the fight against childhood hunger across the U.S., the Waldorf restaurant will collect proceeds from the sale of pizzas in addition to guest donations. The corporate support center will also be matching pizza sales contributions to the campaign. The campaign runs from February 2-15, 2015.

During Boston's Cares, funds will be collected by the Boston's Pizza Foundation which will in turn be donated to Share Our Strength's No Kid Hungry® campaign. At the end of the fundraising efforts, Boston's corporate hopes to have raised enough money to provide 200,000 meals for kids in need. During this time, the Waldorf restaurant will continue the tradition of offering their ultra-popular Heart-Shaped Pizzas, which will be available from February 13-15. The 2015 Boston's Cares promotion comes after a successful fundraising year in 2014, where the Boston's Pizza Foundation conducted multiple fundraising initiatives locally and nationally with the focus on helping children within the community

The Waldorf restaurant is no stranger to supporting their community through partnerships and charitable outreach. Over the last seven year, the restaurants has donated over \$28,000 to a multitude of charities and were also the recipient of Boston's "Big Heart" award which recognizes franchisees that have gone above and beyond for their communities.

"We are extremely proud of our strong relationship with the wonderful people at Share Our Strength's No Kid Hungry organization and are thrilled to be partnering with them for a second year in a row for our Boston's Cares campaign," said Pank Presswala, owner of Boston's Restaurant & Sports Bar of Waldorf. "Making an impact in the lives of those in our communities is so important to us here at Boston's and partnerships such as this make that possible."

At participating locations across the country, Boston's of Waldorf will offer a variety of opportunities for guests to donate from February 2-15. The restaurant will be providing the following ways for guests to contribute that will vary by location:

- February 2-15: Paper Hearts will be available at the table (guests can choose donation amount). Guests can write their name and post the hearts up around their local Boston's.
- February 14: \$1 from the sale of every pizza
- February 13-15: Heart-Shaped Pizzas will be available, just in time for Valentine's Day

"We are truly grateful for our partnership with the Boston's Pizza Foundation," said Debbie Shore, co-founder of Share Our Strength. "More than 16 million kids in America live in households that struggle to put food on the table, but through programs like Boston's Cares, we are able to provide the much needed support these children so desperately need."

Boston's Restaurant & Sports Bar's U.S. operations are based in Dallas, along with their 501(c) (3) non-profit, the Boston's Pizza Foundation. The company currently has 29 locations operating in 22 states and 8 locations in Mexico. The company's sister brand, Boston Pizza which is celebrating more than 50 years of service, has more than 375 locations throughout Canada and is considered the No. 1 casual dining brand in the country.

About Boston's Restaurant & Sports Bar

Headquartered in Dallas, Texas, Boston's Restaurant & Sports Bar offers a contemporary, sit-down family dining atmosphere with a separate sports bar customized with local team memorabilia. The result is a fun, high-energy setting for families and sports enthusiasts alike. While Boston's specializes in gourmet pizza and pasta, its menu features nearly 100 items including salads, sandwiches, and a variety of sports bar favorites such as burgers, wings and ribs. With annual system wide sales approaching \$1 billion, Boston Pizza and Boston's have more than 390 outlets throughout the United States, Canada and Mexico.

The Boston's Pizza Foundation is committed to giving back to the communities in which Boston's operates. Focusing on youth, the Foundation partners with child-related causes and has raised over \$1.2 million for local and national charities since its establishment. The Boston's Pizza Foundation is a Section 501(c)(3) exempt private foundation. For the latest news on Boston's Restaurant & Sports Bar visit www.bostons.com, www.facebook.com/BostonsNational or www.twitter.com/BostonsCorp.

About Share Our Strength's No Kid Hungry campaign

No child should grow up hungry in America, but one in five children struggles with hunger. Share Our Strength's No Kid Hungry® campaign is ending childhood hunger in America by ensuring all children get the healthy food they need, every day. The No Kid Hungry campaign connects kids in need to effective nutrition programs like school breakfast and summer meals and teaches low-income families to cook healthy, affordable meals through its Cooking Matters program. This work is accomplished through the No Kid Hungry network, made up of private citizens, public officials, nonprofits, business leaders and others providing innovative hunger solutions in their communities. Join us at NoKidHungry.org.

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