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THE SEARCH FOR THE CURE MIGHT EVEN INCLUDE DESSERT!

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Picazzo's pledges donation to Breast Cancer Research

(SCOTTSDALE, Ariz...Sept. 27, 2007) – Picazzo's Gourmet Pizza & Salads is making a long-term and on-going commitment to support Women's Breast Cancer Research. Dennis Daniel, Picazzo's operating partner, says he expects the donation for the next twelve months could reach as high as \$50,000. And that's a sweet amount!

Here's how it works. Picazzo's is known for irresistible desserts...especially the "Ooey-Gooey, Yummy-In-The-Tummy Double Chocolate Brownie." It's served warm in a ceramic skillet, topped with vanilla bean ice cream and drizzled with chocolate sauce. Other signature dessert skillets feature Chocolate Chip, Peanut Butter and Macadamia Nut flavors. For every dessert sold, \$1 will be donated to funds for Breast Cancer Research.

All Picazzo's Gourmet Pizza & Salad restaurants across the Valley, as well as locations in Sedona and Flagstaff will participate. Servers will proudly wear the "pink ribbon" cancer support pin and pink cloth napkins will be placed on each table as gentle reminders.

How did Picazzo's get involved? "It was inspired by our friends and customers," Dennis Daniel relates. "Several years ago, Laura Fial – a well-known Valley vocalist and breast cancer survivor – asked if Picazzo's would host a fundraiser for Sing For Life Breast Cancer Foundation, a cancer support group she had founded. That party has become an annual October event at Picazzo's -- scheduled this year on Oct. 3, 2007 at Picazzo's, 7325 Frank Lloyd Wright, Scottsdale. The event attracts a growing number of entertainment celebrities and guests for good music, good food and drink, and a good cause."

Additionally, a long-time devoted Picazzo's patron, Rita Moorehead, contacted Daniel about sponsoring her team for the Susan G. Komen Three Day Walk For The Cure. "We care about our community and about abolishing this terrible disease," Daniel said. "So we decided right then that Picazzo's would make a further meaningful commitment to this important research."

"So many people we all know have been touched by breast cancer. We wanted to do all we could," Dennis Daniel said. "We thought our desserts were just the thing to raise funds...and awareness. Our staff enthusiastically joined in to support this. We don't intend this program to be held only in October, which is National Breast Cancer Awareness Month. Picazzo's wants to do something really significant so we are building this donation throughout the year. We fully expect that those dollars will mount up and we envision at least \$50,000 before too long. We hope when our guests finish their meal with one of our desserts, they'll feel an extra satisfaction knowing they are helping this important effort."

Picazzo's is not your typical pizzeria! Guests find casually upscale décor featuring striking original murals, a bar and comprehensive wine list, delightful patios and live music on weekend evenings. But the imaginative fare is still the star of the show. The pizzas and salads are repeatedly named to Valley "best" lists. Whether it's dinner-for-two or a family night out with the kids, guests enjoy the perfect combination of efficient, friendly service, attractive ambiance and carefully prepared food. All Picazzo's restaurants are open daily for both lunch and dinner.

For further information about Picazzo's, Dennis Daniel can be reached at 480-694-6099 or go to www.picazzos.com for restaurant locations, hours and full menus, including a complete gluten-free menu.