

FOR IMMEDIATE RELEASE

Bring the family, spin a crepe and join Crepe Delicious as it hosts a two-day event in support of Breakfast for Learning this November

Toronto – October 13, 2010

Crepe Delicious is kicking off a two-day event after the success of its first store-wide fundraiser in partnership with the national non-profit organization **Breakfast for Learning**. **Crepe Delicious** and **Breakfast for Learning** are pleased to announce a weekend-long cook-off from **Saturday November 6, 2010 to Sunday November 7, 2010 at Vaughan Mills Shopping Centre** (1 Bass Pro Mills Drive) from **11 am to 5 pm**.

The two-day event will include the opportunity for shoppers to come by and learn how to spin their very own crepe. There will also be a variety of entertainment including musical performances by former **Canadian Idol** contestant **Scotty Newlands** and a selection of keynote speakers involved in the program. **Crepe Delicious** will once again be donating \$1 from every crepe sold and 50% of all crepe mix sold to **Breakfast for Learning** to help feed a child in need.

Breakfast for Learning is a national non-profit organization dedicated to student nutrition programs, and the healthy development of children and youth. Offering nutrition grants, program support and educational materials, **Breakfast for Learning** focuses on community-centered programming, delivering breakfast, lunch and snack programs in inclusive and nurturing environments.

Vaughan Mills Shopping Centre is the ultimate shopping destination north of the city. Through a mix of fashion outlets and boutiques, entertainment and dining options, the mall offers shoppers an unforgettable experience. Vaughan Mills is also committed to corporate and environment responsibility as it uses Bullfrog Power.

Well-nourished students have improved memory, problem solving skills, creative abilities and self-esteem – overall, they perform better in school. Yet in Canada, 31% of elementary and 62% of secondary school students do not eat a healthy breakfast daily. **Breakfast for Learning**, together with a network of over 30,000 volunteers across the country and generous supporters like **Crepe Delicious** addresses this need. The organization strives to ensure that every child in Canada attends school well-nourished and ready to learn.

"We are delighted to be working with **Crepe Delicious**," says **Wendy Wong**, President and CEO of **Breakfast for Learning**. "Through our child nutrition programs, **Breakfast for Learning** is committed to providing Canadian children with the healthy food they need to fuel their bodies and minds. And our partnership with **Crepe Delicious** will help us continue our work towards providing a healthy future for our youngest Canadians."

Founded by entrepreneur and chef **Oded Yefet**, **Crepe Delicious** is committed to healthy eating. The company uses only the finest and freshest ingredients to fill its signature, fresh to order crepes. The crepe itself has only 130 calories and 3.5 grams of fat, and it can be filled with endless possibilities of nutritious choices. In order to ensure the highest quality, the company offers only the best locally procured fruits and vegetables, the finest



The demand for healthy food has sparked a growing need for health oriented alternatives in the quick service industry. With aggressive growth plans for 2011, **Crepe Delicious** expects to double its number of franchises, spreading across Canada. With low overhead and production costs, it offers franchisees a turnkey operation.

Crepe Delicious founder and chef **Oded Yefet** embarked on an international journey to search for the perfect addition to the vibrant North American quick service restaurant industry. His travels took him across the globe from Western Europe to Far East Asia, with stops through North Africa. When he was on the streets of Paris, he saw street vendors serving crepes, as an alternative to North America's typical hotdog. **Oded Yefet** took this elegant yet simple concept, combined with over twenty years of hotel and restaurant experience and created **Crepe Delicious**.

Crepe Delicious is Canada's largest chain specializing in the creation of world-class sweet and savoury crepes. The company is a leader in the trend towards healthier eating.

Breakfast for Learning is working to ensure every child in Canada attends school well-nourished and ready to learn. **Breakfast for Learning** is a non-profit organization that supports and sustains school-based child nutrition programs through grants, ongoing support, and child nutrition resources and research. Having served over 300 million meals to date, **Breakfast for Learning** continues to utilize a community development model with over 30,000 volunteers who deliver breakfast, lunch and/or snack programs across the country. In 2009-2010, **Breakfast for Learning** provided funding to 2,368 programs, providing healthy meals and snacks to over 267,000 children and youth.

Crepe Delicious Locations:

Bramalea City Centre (Brampton)
Scarborough Town Centre (Toronto)
CN Tower (Toronto)
Direct Energy Centre (Toronto)
Dufferin Mall (Toronto)
Metro Toronto Convention Centre (Toronto)
Square One (Mississauga)
Sherway Gardens (Mississauga)
International Centre (Mississauga)
Vaughan Mills Shopping Centre (Vaughan)
Upper Canada Mall (Newmarket)
Conestoga Mall (Waterloo)
Mapleview Mall (Burlington)
CrossIron Mills (Calgary)

Opening soon at **Coquitlam Centre**

Crepe Delicious also operates at **BMO Field** and **Ricoh Coliseum**, during **Toronto FC** and **Marlies** games.

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**Available for interviews:
Founder and Chef Oded Yefet**

For more information, please visit:
www.crepedelicious.com

dressings and sauces, and premium lean meats.

"Our first fundraiser was a huge success and we are looking forward to achieving even greater results this time around," said **Crepe Delicious** founder, **Oded Yefet**. "This is going to be an interactive event with lots of entertainment for the whole family. Child nutrition is a serious issue and we are pleased to be tackling it with Breakfast for Learning."

For more information about Breakfast for Learning, please visit:

www.breakfastforlearning.ca



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