

FOR IMMEDIATE RELEASE

Healthy eating starts here! Crepe Delicious partners with Breakfast for Learning, sending children to school on a full stomach and ready to learn.

Toronto – April 5th, 2010

In Canada, 31% of elementary school students and 62% of secondary school students do not eat a healthy breakfast. **Crepe Delicious** and **Breakfast for Learning** team up in a national benefit to feed children. This **Friday April 29th, 2011**, **Crepe Delicious** will donate \$1 from every crepe sold to **Breakfast for Learning**, so that kids can attend school on a full stomach and improve their chances of academic success.

Crepe Delicious partners with **Breakfast for Learning**, a national non-profit organization solely dedicated to child nutrition programs in Canada. Together, the organizations are educating communities about the vital link between proper nutrition and learning, through ongoing program support, training, child nutritional education, resources and research.

The program recognizes that well-nourished students have improved memory, problem solving skills, creative abilities and self-esteem. Overall, students perform better in school, when they are well-nourished.

"We are excited about our partnership with Crepe Delicious," says Wendy Wong, President and CEO of Breakfast for Learning. "It is great to get the continued support from Crepe Delicious. With all of the national franchisees participating in this cause, we can truly work towards providing a healthy future for our young Canadians."

In November 2010, **Crepe Delicious** visited a school in York Region, offering a breakfast program in which founder and chef **Oded Yefet** prepared crepes onsite for the students. Based on the success of this first event, **Crepe Delicious** is continuing to visit additional schools in the GTA throughout the 2011 spring season.

"We have been in business for 7 years and I felt that it was important to give back to the communities that have always supported us," said Oded Yefet. "When we came across Breakfast for Learning, we knew right away it would be a great fit."

After seeing the benefit of the breakfast program last November, **Crepe Delicious** made a commitment to focus its fundraising and community outreach solely on the **Breakfast for Learning** organization.

"It is a worthy cause that is in need of support," said Oded Yefet. "It's a great way to help our communities establish a bright future for the next generation."

Based on the slogan, "healthy eating starts here," **Crepe Delicious** recognizes the importance of eating fresh wholesome fruits and vegetables. As a father himself, he strives to raise awareness about proper nutrition.

As **Crepe Delicious** has expanded from Ontario into Alberta and British Columbia, this spring initiative will help feed children and youth nation-wide. With 11 franchisees total, \$1 from every crepe will go a long way in making a difference.



Breakfast for Learning is working to ensure that every child in Canada attends school well-nourished and ready to learn. It 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, offering healthy meals and snacks to over 267,000 children and youth.

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 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 dressings and sauces, and premium lean meats.

Crepe Delicious is Canada's largest chain specializing in the creation of world-class sweet and savory crepes.

Crepe Delicious Locations:

Coquitlam Centre (Coquitlam, BC)
Bramalea City Centre (Brampton)
Scarborough Town Centre (Toronto)
Dufferin Mall (Toronto)
Square One (Mississauga)
Sherway Gardens (Mississauga)
Vaughan Mills Shopping Centre (Vaughan)
Upper Canada Mall (Newmarket)
Conestoga Mall (Waterloo)
Mapleview Mall (Burlington)
CrossIron Mills (Calgary)

Crepe Delicious Locations (Seasonal):

Direct Energy Centre (Toronto)
Metro Toronto Convention Centre (Toronto)
CN Tower (Toronto)
International Centre (Mississauga)

Crepe Delicious also operates at **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,
Follow us @Crepe_Delicious
&
Find us on Facebook and YouTube

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