

FOR IMMEDIATE RELEASE

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RED BOY
PIZZA
"Home of the Sourdough Crust"

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RED BOY PIZZA INTRODUCES MARGARITA PIZZA FOR NATIONAL PIZZA MONTH

Red Boy Pizza, Home of the Sour Dough Crust, Will Donate a Percentage of its New Margarita Pizza to the American Cancer Society during October

Oakland, CA, September 29, 2011 - Red Boy Pizza, home of the sour dough crust since 1969, announced that it will celebrate Pizza Month and Breast Cancer Awareness Month in October with the introduction of its new Margarita Pizza. A percentage of sales from each medium-sized or larger Margarita Pizza sold beginning Saturday, October 1 through Monday, October 31 will be donated to *Making Strides Against Breast Cancer*.

Making Strides Against Breast Cancer is the American Cancer Society's annual walk to raise money and awareness for breast cancer research and prevention. It is held in many different communities across the United States—including Marin, Sonoma and Oakland where the funds raised during the month of October will be donated to the Society to help in its fight for a world with less cancer and more birthdays. Since 1993, 7 million walkers who participate in the more than 200 nationwide walks have raised more than \$400 million. Red Boy Pizza's goal is to help *Making Strides Against Breast Cancer* raise money for their 2012 season.

"Please join Red Boy Pizza as we celebrate Pizza Month and enjoy our new Margarita Pizza while raising funds for the fight against breast cancer," said Joseph Radwan, president of Red Boy Pizza. "Breast cancer touches many families and we hope our contributions will help fight this disease in our own communities and beyond."

For more than 40 years, Red Boy Pizza has been a family-owned local Bay Area favorite and known as the "home of the sour dough crust." In fact, they have been making their famous sour dough crust since their first location opened in 1969. Margarita Pizza, the newest addition to their gourmet pizza list, is made with fresh, hand-tossed, famous sour dough crust, topped with their signature red sauce, sliced tomatoes, aged mozzarella cheese, and freshly sliced basil leaves. During the month of October, at participating restaurants, a medium-sized Margarita Pizza is priced at \$12.99.

Margarita Pizza packs a lot of health benefits. Red Boy Pizza's famous sour dough crust has lower carbohydrate content than most other types of bread, which makes it healthier and allows diabetics to enjoy it as well. It also includes enzymes that aid in digestion, as well as many minerals. The tomatoes on the Margarita Pizza are a good source of lycopene, an antioxidant, which may help prevent certain types of cancer. Finally, basil has both anti-inflammatory and bacteria-prevention qualities. It is also a good source of vitamin A and magnesium, and can promote cardiovascular health.

The 43-year old company has eight Bay Area locations with two in Oakland, and six in Marin and Sonoma, and is growing through franchise opportunities. For more information please visit: www.redboypizza.com and please friend us on Facebook.



To learn more about the American Cancer Society, or to get help, call us anytime, day or night, at 1-800-227-2345 or visit www.cancer.org.

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