



## FOR IMMEDIATE RELEASE

For more information contact:

Susan Hoffmann

Red Boy Pizza Franchising Corp.

(510) 599-6628, [susan@redboypizza.com](mailto:susan@redboypizza.com)

### **Red Boy Pizza on Leimert Celebrates Three Years of Serving Gourmet Pizza in Oakland**

*Leimert Blvd. Location to Hold Party Celebrating Event on April 13, 2011*

**OAKLAND, CA – April 7, 2011** – Red Boy Pizza Franchising Corporation announced today they are celebrating the three year anniversary of their flagship Oakland location at 1500 Leimert Blvd. in the Oakmore Business district. To commemorate this event, Red Boy Pizza on Leimert will be holding a special anniversary party on Wednesday, April 13, 2011 with a number of special guests, including Oakland City Councilmember Libby Schaaf. At the event, Ms. Schaaf will be proclaiming Thursday, April 14, 2011 as Red Boy Pizza day in Oakland.

“We are thrilled to have become such a popular dining location for our East Bay customers,” said James Radwan, general manager of the Leimert Blvd. Red Boy Pizza. “In these challenging economic times, we consider a three year anniversary quite an accomplishment,” added Radwan. “We look forward to celebrating this achievement with the community and our loyal customers on April 13<sup>th</sup>.”

“For Red Boy Pizza Day on April 14, our two Oakland locations will be offering all customers a complimentary small cheese pizza with the purchase of any other size or type of pizza,” said Radwan.

“We want to thank our loyal Oakland customers for being there for us!”

Red Boy Pizza has been in business for more than 40 years, but it was just three years ago that they moved their headquarters to Oakland, CA, from Marin County, and simultaneously opened two restaurants in the East Bay. In addition to the two Oakland stores, there are Red Boy Pizza restaurants in San Rafael, Larkspur, Fairfax, Petaluma and two in Novato. Most Red Boy Pizza restaurants feature traditional dine-in facilities in addition to take out and delivery service. The Oakland locations both feature family oriented, dine-in style seating, as well as take out and free delivery service.

Neighbors of the Leimert Blvd. location remember how the building was vacant for more than fifteen years before Red Boy Pizza opened. Now people from all over the Oakland enjoy the warm, family-friendly atmosphere, soups, salads, pasta dishes, and famous sourdough crust pizza.

“We like to think we've helped the neighborhood regain some vitality,” said Radwan. “Our customers like that they have a neighborhood restaurant that serves great food with such a wide selection of beer and wine. Of course we really have the best customers too! That helps a lot.”

Current Red Boy Pizza e-newsletter subscribers in the East Bay should be checking their email boxes for special coupons in April about this event. The coupon will be valid for dine-in and take out specials at both the Oakland Red Boy Pizza locations. The second Oakland Red Boy Pizza is located in Lincoln Square Shopping Center at 4100 Redwood Road, near the intersection of Highway 13.

To join the Red Boy Pizza mail list just visit their website at [www.redboypizza.com](http://www.redboypizza.com).

### **ABOUT RED BOY PIZZA FRANCHISE CORPORATION**

Bay Area based Red Boy Pizza Franchise Corporation (RBPFC) was started in 1969 by the Forstner family and remains a family owned operation to this day. With eight locations in Marin, Sonoma and Alameda counties, RBPFC pizzas feature the freshest ingredients on a true sourdough crust, the mother dough of which was originally brought from France in 1918. From pizza, pasta and salads to the finest desserts, Red Boy Pizza strives to deliver the highest quality products to its customers. Most Red Boy Restaurants are both dine in and take out and offer free delivery to limited areas. All Red Boy Pizza Restaurants are independently owned and operated by franchisees of RBPFC.